AMOA WRAP-UP YEAR IN REVIEW

PLAYMETER Magazine

VOLUME 23, No. 13
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY
DECEMBER 1997

BELLE ILE EN MER
SAPPHIRE
NSM

The New NSM

A Real "Gem"

Adrenaline Packed

3 in 1 Combo

LEASE PLAN

Lease Details

Equipment:

1 Jurassic Park + 1 Super GT Twin + 1 House of the Dead 29" = 1 unit

Documentation

GW Finance generates all documentation.

Lease Application and Filing Fee: $75.00

THE LOST WORLD
THE LOST WORLD

Monthly Payments:

Month 1 - 24 $1,395.00 per unit

Lease End Option (25th Month)

1. Operator may purchase games at the fixed FMV of $12,300.00 *or*
2. Operator may return games *or*
3. Operator may negotiate extended financing terms with GW Finance.

The Lost World: Jurassic Park...Survive This!

SEGA
SUPER GT

- The first ever model 3 3D gun shooting game offering 1,000,000 polgons per second, full textured mapping and 60 frames per second.
- Intense mind-boggling graphics displayed on a 50" medium-resolution Mitsubishi monitor, and awesome 6 speaker surround sound system hurls you right into the action.
- 14 Dinosaurs and 5 action-packed enticing stages guarantee longevity in gameplay.

THE HOUSE OF THE DEAD
SEGA

Super GT Twin...High Powered Racing!

Grab the Wheel and Get Ready to Rock and Roll in a Dodge Viper, Porche, McLaren F1, or a Ferrari F40!

- Utilizes state-of-the-art Model 3 CG Board.
- Delivers road-burning action at 1,000,000 polygons per second and 60 frames per second!
- Multi-speaker sound system delivers music and sound effects from dashboard and seat speakers!

House of the Dead...They just won't stay dead!

Grotesque explosions of creepy creatures make The House of the Dead one of the most unique games of the year.

- This model 2 CG Board provides razor-sharp action!
- Two high-powdered handguns, outstanding gameplay, and awesome 3D graphics.
- Fully interactive storyline that changes depending upon player decisions. There's a new game every time!

SEGA GAMEWORKS

This is only *one of many* Leasing Programs offered by Sega GameWorks and the Gilman Finance Gro
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News BULLETIN

IAAPA HOSTS AMUSEMENT PARK INDUSTRY IN ORLANDO

The International Association of Amusement Parks and Attractions hosted its 79th annual convention and trade show at the Orange County Convention Center in Orlando, Fla., Nov. 18-22, to an expected 23,000 attendees and 4,200 exhibit booths representing more than 1,000 manufacturers and product vendors.

Close to 50 education seminars covering everything from measuring guest satisfaction and costume character safety to high-tech equipment in the FEC and the future of themed entertainment were held in conjunction with the convention and trade show. Play Meter will feature full coverage of this industry event in next month's issue.

ITS AWARDS $1 MILLION IN PRIZES

Incredible Technologies' International Tournament System (ITS) has reached the watershed mark of $1 million in prizes given out to players and is currently working on six brand new golf courses for the *Golden Tee 3D Golf* game that made it possible. In fact, the new update, *Golden Tee ‘98*, will be offered to ITS operators as an EPROM update at least two months before it is available for regular *Golden Tee* games. The pricing structure will be identical to that charged for the *Golden Tee ‘97* update.

The new 18-hole courses feature all-new landscaping with a fresh and distinctive look. The Palm Grove course will offer a lush Hawaiian tropical atmosphere. Bayou Bend takes place in the swamps and marshes of Louisiana. Arbor Hill reflects the wooded majesty and grace of fall in New England. ITS versions are scheduled to be out in March. Regular versions, in both kit and dedicated form, will be available in mid-May, as well as cocktail and countertop versions.

NAMCO & SKYLINE FORGE AGREEMENT

Namco Cybertainment struck an agreement last month with Skyline Multimedia to license its brand name or trademark, XS, in exchange for financial considerations regarding equipment at Skyline's flagship store XS New York and the ability to continue using the trademark at the Times Square venue, according to the Wave Report on Digital Media. Namco officials say the deal will serve as a launching pad into the high-end LBE marketplace. Wave also reported that Namco Cybertainment recently purchased two company-owned Laser Storm laser tag entertainment locations in Cincinnati and San Bernardino developed as part of a joint venture between the two companies. Laser Storm CEO Bob Cooney said that while the venture failed to meet expectations the company would continue to build relationships with other amusement and entertainment companies in addition to developing company-owned stores such as the one recently opened in Albuquerque's new Starport entertainment attraction.

COASTAL ACQUIRES AM. HI-STRIKER

New Jersey-based redemption game manufacturer Coastal Amusements recently announced the acquisition of American Hi-Striker in Las Vegas. American Hi-Striker produces an electronic version of the old mechanical high striker game seen at carnivals and fairs for many years. Using advanced electronics, lights, and sounds to replace the mechanics and bell of the old game, the company's present-day attraction is an all-weather indoor/outdoor game.

"We have known David Williams, designer and owner of American Hi-Striker, for 15 years; he is a brilliant engineer," said Coastal president Lenny Dean. "David has taken an old idea and designed a superior product for today's market."

Coastal executive vice president Sal Mirando called the acquisition a strategic effort that "complements efforts to expand our product line as well as our market penetration." American Hi-Striker will become a wholly owned subsidiary of Coastal and will continue to operate from its current Las Vegas facility.

BUESCHEL RELEASES SEQUEL TO FIRST PINBALL ENCYCLOPEDIA

Ever since Dick Bueschel's "Encyclopedia of Pinball Volume1" was released last year, readers have been clamoring for the promised sequels. Volume 2, which was published last month, contains 10 chapters of history covering 1934-36, the most frenetic period in the game's rich history when Harry Williams electrified the game and other pioneers like Gottlieb and Rockola transformed a cottage industry into a global business. For a closer look at the man behind the books, read editor Valerie Cognevich's exclusive interview with the writer in next month's issue of Play Meter. Bueschel also recently published the "Guide to Vintage Trader Stimulators & Counter Games."

PLAY-BY-PLAY SIGNS LICENSE

Play-By-Play Toys & Novelties has signed a letter of intent with Warner Bros. Consumer Products to enter into an exclusive license to design, distribute, and manufacture the Looney Tunes line of stuffed toys in Europe, the Middle East, Africa, and South America. The agreement is expected to be finalized and in effect by next month.

Q-ENTERTAINMENT FILES CHAPTER 11

Q-Entertainment, the parent company of laser tag manufacturer Q-Zar and the location-based entertainment venue Q-City, announced last month that it has sought protection under Chapter 11 of the United States bankruptcy laws. Over the past several months the company has been trying to restructure its financial obligations and has been unable to obtain an equity infusion that would have helped avoid the need to seek bankruptcy protection.

The company has appointed Coopers & Lybrand as its financial advisors and Verner, Liipfert, Bernhard, McPherson, and Hand as its legal counsel. Q-Entertainment also confirmed that an interest payment to debenture holders due no later than Oct. 30 was not made and the company is in default. While three board members resigned–Robert Harris, John Kearney, and Steven Varsano–the company said it hoped to emerge from Chapter 11 with a plan that will stabilize the company and allow it to recognize its potential.

GAMEWORKS OPENS IN ARIZONA

As part of an online promotional venture, Sega GameWorks held an online sweepstakes last month to promote the grand opening of its newest location in Tempe, Ariz. The grand opening, Nov. 19-20, marked the fifth GameWorks location to open this year. By visiting GameWorks' Web site (http://www.gameworks.com) and clicking onto a special link, Internet surfers were able to fill out a form and become eligible for prizes such as an expense-paid trip to the opening.

RED AND JERRY'S OPENS IN DENVER

Touting itself as Denver's premier entertainment Mecca, Red and Jerry's Rocky Mountain Entertainment Center opened its doors to the public earlier this fall offering 80,000 square feet of fun and excitement. Attractions at Red and Jerry's include two sports bars, 300 TVs, sand volleyball, a 300-person event center, simulcast wagering, Full Swing Golf simulators, a top-of-the-line 30-square-foot video arcade, and a virtual reality F-15 Jet Flight Simulator. Coming next year: Ascent's The Rock, an uninterrupted conveyor-based climbing wall.

DISCOVERY ZONE TO ADD LASER TAG

Laser Star Technologies recently announced that it will be installing its SOLO Laser Tag System in most of Discovery Zone's company owned locations across the United States. The agreement between Discovery Zone and Laser Star is being called the largest of its kind in the laser tag industry.

As the official supplier of laser tag systems to Discovery Zone, Laser Star will incorporate its new SOLO phaser in the innovative, interactive laser attraction in each center. The SOLO is the first of its kind in the industry, operating without the use of vests, cords, or headsets typical of other laser tag equipment. Because there is nothing to wear, the SOLO is a one-size-fits-all device, perfect for the broad age demographics of the Discovery Zone centers, according to Laser Star's David Peretz, who added: "Laser Star is proud to be an integral part of Discovery Zone's plan to reclaim their position at the forefront of children's entertainment."

NANI CO-SPONSORS CGDC SEATTLE

Responding to what it called the need to bring game developers together more than once a year, the Computer Game Developers Conference hosted a one-day event Nov. 3 at the Washington State Convention and Trade Center in Seattle. Sponsoring the event along with *Game Developer Magazine* and Gamasutra.com was AMOA and the National Amusement Network Inc. (NANI).

As part of the one-day session that drew approximately 600 developers, NANI hosted a session detailing its initiative to open the coin-op/arcade market to PC game developers and exhibited examples of the Public PC, which is being touted as its new platform for arcade-style content. Other speakers at the event included Alexey Pajitnov (creator of Tetris), Gary Tarolli of 3Dfx Interactive, Anthony Garcia of Electronic Arts Seattle, Amy Jo Kim of NAIMA, Scott Kim (puzzle designer on Obsidian), Stuart Mould of Microsoft, and Rick Lambright of Humongous Entertainment.

INTERNATIONAL MARKETPLACE

☞ United Kingdom...January's ATEI in London will host over 350 exhibitors from the coin-op, parks, and casino sectors, as well as many non-commercial and governmental groups that play a fundamental part in determining the future direction of the world industry. A number of high-profile events will take place at the show including a seminar by Andrich International Ltd. (organizers of TILE) planned to show the new Parks and Attractions area what can be achieved with imaginative theming, design techniques, and technology. The show is also the stage for product introductions such as Acclaim Arcade, a new arcade PC system based on a Quantum 3D, 3Dfx graphics card, and Intel CPU; Thomson Entertainment's Venturer S2 motion simulator with a crop of new ride films for `98 (Thunder Drive is just one); Memo Park's kiddie rides targeted for FECs and amusement parks; and first-time exhibitor Tuning of Germany which will emphasize the Concorde 2 touch screen. For more about ATEI, call +44-1273-204817; fax +44-1273-204827; or check the ATEI Web site (http://www.atei.co.uk).

☞ Mexico...Joel Friedman, executive vice president of Rowe International, recently visited Enrique Calderon, president of Rincon Musical, to celebrate the opening of Rincon's newest distribution office in Acapulco, Mexico. "The office in Acapulco is a first class distribution center," Friedman said. "Local operators expressed their support and delight with the showroom, service, and parts department. They thanked Enrique and Mr. Navarette for the outstanding job that is being done in the Acapulco district." During Friedman's visit, he and Calderon visited jukebox distributors and operators in Guadalajara, Mexico City, Monterey, and Torreone. Rowe's LaserStar family of jukeboxes was highlighted on the trip. ▲

CON ESTA
COMPACT DISC

By the *Starlight*, (l-r): Enrique Calderon, Joel Friedman, and Mr. Navarette.

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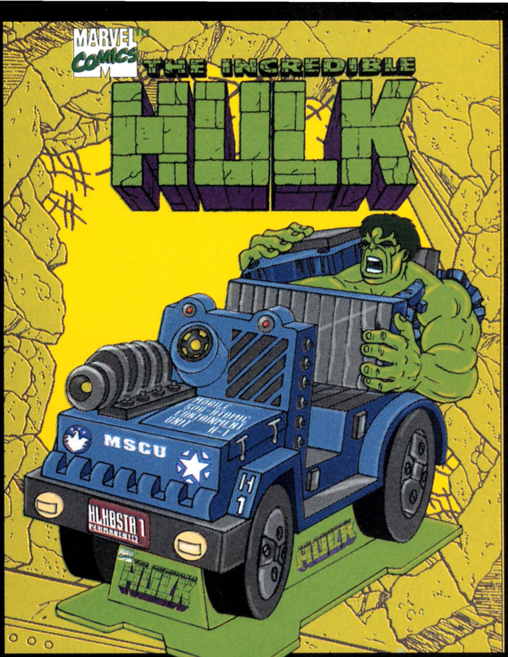
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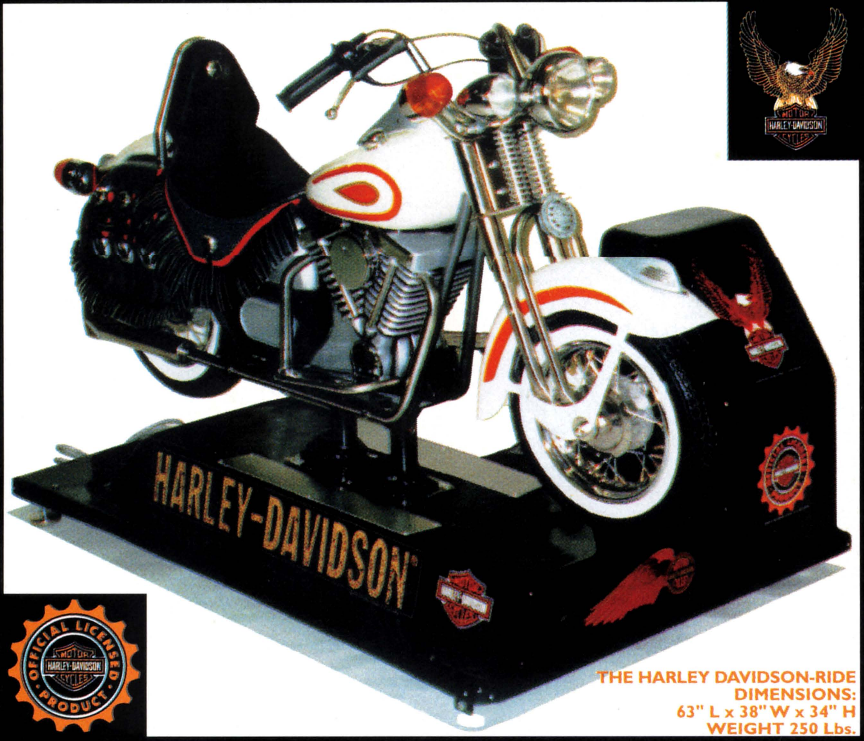
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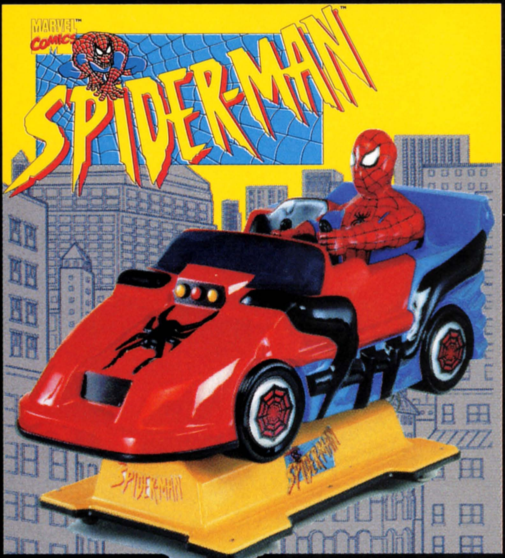
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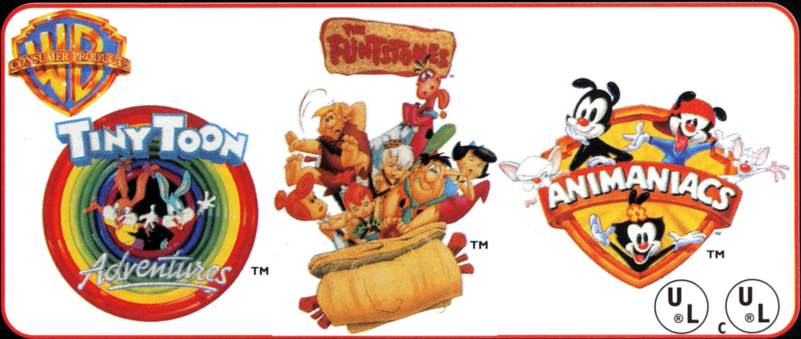
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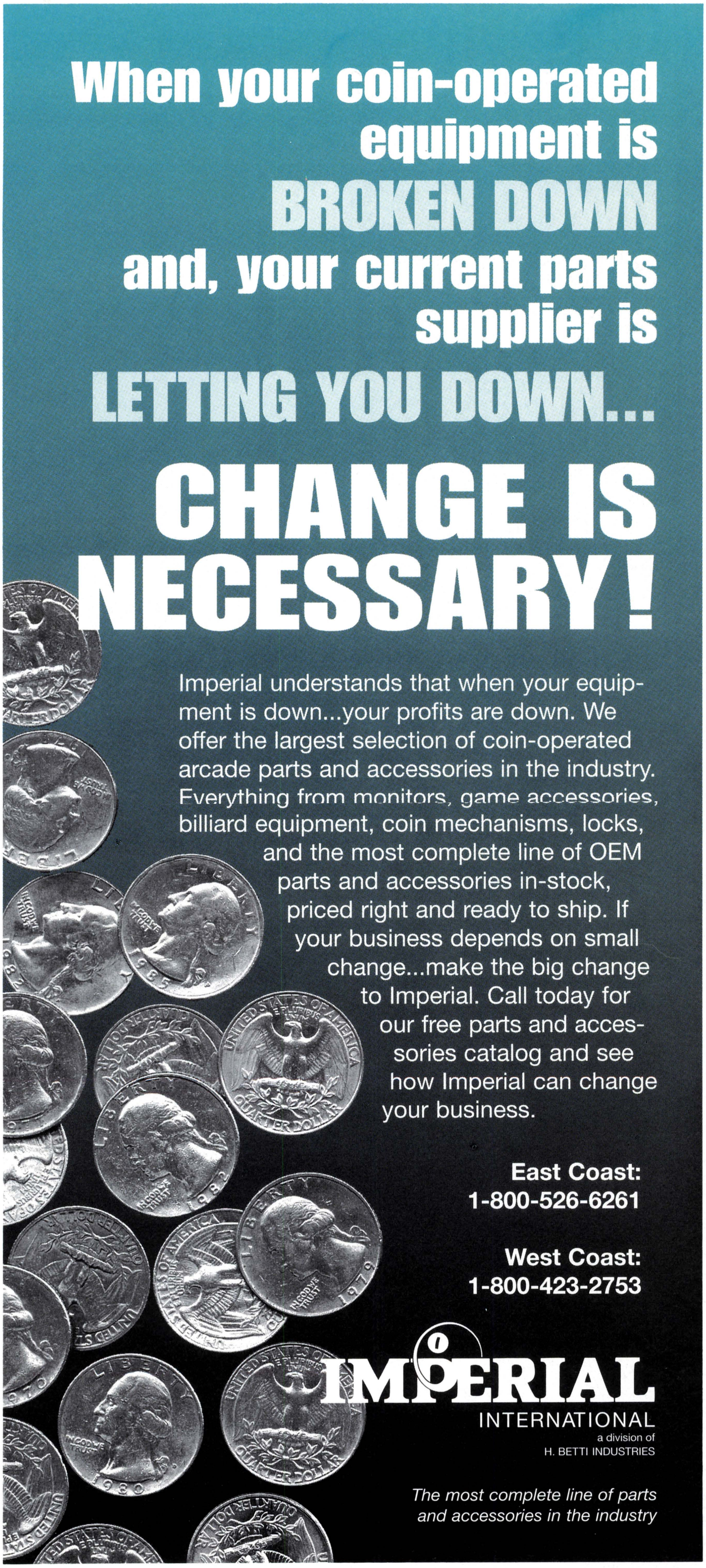

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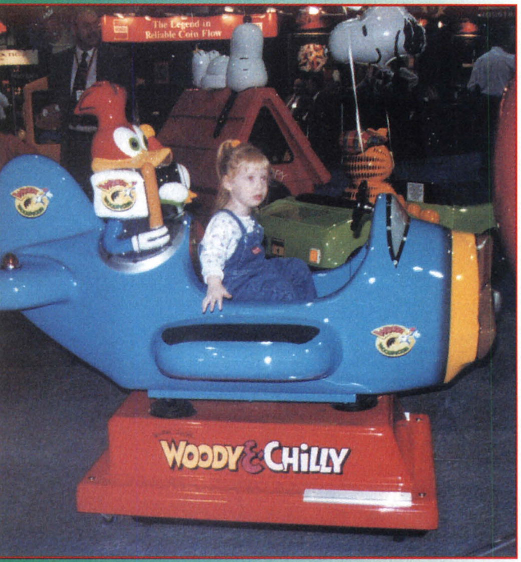
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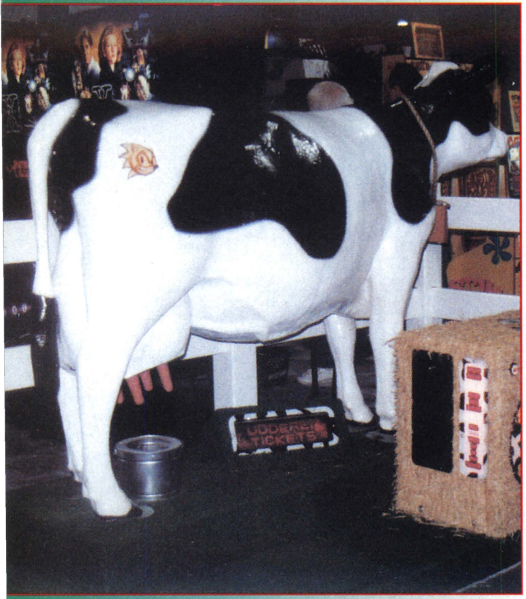

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COVER

The NSM group enjoys the lively music from the new *Sapphire* CD jukebox in comfortable surroundings at the Irish Time tavern in Brookfield, Ill. Back row, (l-r): Bill Ward, Orlando Marrero, Jurgen Jost, Maureen Coyle, and John Tracy; front row ,(l-r): Tony Lantz, Dave Drouillard, and Todd Martin. (Photo by J.K.L. Photography Inc.)

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Helpful Hints Contest

Just send in a technical tip or operating tip with your name, address, and photo (optional). If your tip is printed you will receive $10 and your name will go into the hopper for a $500 Grand Prize drawing at AMOA International Expo '98 in Nashville, Tenn. Contest span: Jan. 1, 1998-Sept. 1, 1998.

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FROM THE EDITOR

Don't plant a BANANA TREE without a second thought

The trio of trade shows has ended. Opinions about what will happen next year are flying around like dandelion fuzz on a windy day. Fun Expo, AMOA, and IAAPA are ironically quite different shows, yet somehow their fates are discussed in the same breath. I was thinking about the shows, especially AMOA, when an image gushed out from the hazy fog of my past. I couldn't get the thought of banana trees out of my mind. AMOA. Banana trees. AMOA. Banana trees. The two kept colliding in my head. I had to figure out why.

Valerie Cognevich
Editor

I began to picture a long-ago time when I was a young wife with a brand new baby, a dog, and a new house with a very bare yard. I had always loved the look of banana trees with their green floppy leaves and wild abandon. I had to have them. My older and, now I know, much wiser neighbor warned me to give this a little more thought. Advice falls silent on 20-year-old ears.

I planted banana trees and eagerly waited until they grew tall and willowy. I didn't have a long wait and, while I loved them at first, they soon took over the yard. Well, I didn't love them anymore. Soon I didn't even like them. Finally, I downright hated them! I couldn't get rid of them. They grew until I thought I'd have to take the husband, new baby, and dog and move away! They would not be defeated. That root system was so powerful super glue paled in comparison.

So why would thoughts of AMOA intertwine with my banana tree nightmare? Because AMOA represents the grass roots of the coin-op industry. It's operators with a strong root system that won't be defeated. The show is a street operators' show, as it has been for decades. Sure, there were a few FEC owners, probably some amusement park owners, but for the most part it was attended by the heart and soul of the coin machine business.

The association was headed for major changes, which many grass roots operators didn't feel were in the best interest of AMOA. An impressive number of past AMOA presidents railed against the changes with convincing rationalism. Only one of the five proposals was accepted. There were no selfish motives from these potent operators. Rather, they've been a vital part of the evolution of the association and the industry. As control passes to another generation, they don't want their efforts to have been in vain. As the industry advances, expands, and changes, it needs that firm, ferocious, and flexible element that will not be defeated or sit back and see the industry collapse! Now you may understand the banana tree comparison!

The AMOA turned out to be a good show. Not because there were so many operators there. Not because there were so many exhibitors. Not even because there were so many new people looking at our industry. In fact, none of those were factors in the show's success. The success was regrouping, sharing long conversations with long time business friends, forming new relationships, and generally realizing that the industry is still viable. It's still one that we're proud to call home. We may go to Fun Expo or IAAPA to see things that may be a welcome addition to our businesses, but we go to AMOA because it's OUR show.

Someone said that perhaps we're expecting too much from a trade show. We want everything under one roof. We see that fine line between various forms of entertainment becoming an indistinguishable blur. We want everything and we want it now. But sit back and listen to the wise words of Harold Skripsky in his column this issue, "Do we need to attend every show or expo?" We can say no, confident that we'll catch up at the next show.

A final thought about AMOA concerns Jerry Derrick, who served as AMOA president during the past year. Jerry represents what's good and fair about the industry. He is a strong businessman who worked diligently for AMOA for many years. His efforts and dedication culminated in his election to the highest position. Every operator saw that the AMOA presidency wasn't a political quest, it was within the reach of every one of the members if they worked for it.

For those who doubted Jerry's effectiveness as AMOA president, I say this: It doesn't take a very big person to amplify the shortcomings of another, but it does to lend well-deserved support and respect. I admire the way Jerry handled a tough year. The industry's impenetrable roots sprang from operators like him. When I say he's like a banana tree, I mean it with the highest regard. I'm glad we have people like him looking toward the future, willingly and unselfishly serving this industry. ▲

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VIDEO KITS

GAME	POINT VALUE	LONGEVITY POINTS
1. Tekken 3 *(Namco)*	8.76	381
2. Golden Tee '97 *(Incred. Tech.)*	8.70	265
3. Golden Tee 3D Golf *(Incred. Tech)*	8.16	1127
4. Area 51 *(Atari)*	7.89	1241
5. Marvel Heroes vs SF *(Capcom)*	7.77	98
6. Police Trainer *(P&P)*	7.75	326
7. Die Hard Arcade *(Sega)*	6.97	417
8. Tournament Solitaire *(Dynamo)*	6.78	614
9. X-Men vs. Street Fighter *(Capcom)*	6.73	319
10. Tekken 2 *(Namco)*	6.70	1037
11. Bust-A-Move Again *(Taito)*	6.50	503
12. Three *(Capcom)*	6.47	89
13. World Class Bowling *(Incred. Tech.)*	6.41	329
14. Fighting Vipers *(Sega)*	6.40	148
15. Mace: Dark Age *(Atari)*	6.38	454
16. Strikers 1945 *(Worldwide)*	6.38	150
17. Marvel Super Heroes *(Capcom)*	6.37	382
18. Maximum Hangtime *(Midway)*	6.33	45
19. Raiden DX *(Fabtek)*	6.29	346
20. Raiden Fighters *(Fabtek)*	6.25	107
21. Lethal Enforcers *(Konami)*	6.20	1618
22. Aero Fighters 3 *(SNK)*	6.20	65
23. Great 1000 Mile Rally 2 *(Kaneko)*	6.20	44
24. Metal Slug *(SNK)*	6.18	418
25. Viper Phase 1 *(Fabtek)*	6.17	278
26. Bust-A-Move *(SNK)*	6.14	483
27. Point Blank *(Namco)*	6.00	606
28. Street Fighter EX *(Capcom)*	6.00	2
29. Raiden II *(Fabtek)*	5.91	785
30. 19XX *(Capcom)*	5.83	95

COUNTERTOPS

1. Megatouch XL *(Merit)*	9.22	402
2. Megatouch 5 *(Merit)*	8.92	107
3. Megatouch IV *(Merit)*	8.03	970
4. Megatouch Tournament *(Merit)*	7.90	565
5. Touchmaster *(Williams)*	7.19	542
6. Megatouch *(Merit)*	6.74	943
7. Magical Touch *(Micro)*	6.71	554

CLASSIC VIDEOS

1. Pole Position *(Atari)*	6.16	*
2. Out Run *(Sega)*	6.14	51
3. Ms. Pac-Man *(Bally/Midway)*	6.04	*
4. Galaga *(Bally/Midway)*	5.83	*
5. Raiden *(Fabtek)*	5.82	*
6. Centipede *(Atari)*	5.29	*

VIDEO DEDICATED

GAME	POINT VALUE	LONGEVITY POINTS
1. House of the Dead *(Sega)*	9.06	295
2. Tourn. 3D Golf *(Incred. Tech.)*	8.72	443
3. Mortal Kombat 4 *(Midway)*	7.93	90
4. Maximum Force *(Atari)*	7.85	337
5. Gun Blade NY *(Sega)*	7.64	669
6. Time Crisis *(Namco)*	7.05	908
7. Solitaire Challenge *(Dynamo)*	6.43	1420
8. Virtua Cop 2 *(Sega)*	6.38	862
9. Virtual On *(Sega)*	6.25	129
10. Virtua Fighter 3 *(Sega)*	5.90	154
11. Rampage World Tour *(Midway)*	5.86	76
12. Killer Instinct 2 *(Midway)*	5.46	305
13. Virtua Fighter 2 *(Sega)*	5.07	930

VIDEO SIMULATORS

1. Top Skater *(Sega)*	9.62	238
2. Cruis'n World *(Midway)*	8.83	646
3. Daytona USA Limited *(Sega)*	8.56	189
4. Sega Super GT *(Sega)*	8.45	208
5. San Francisco Rush *(Atari)*	8.45	562
6. **Off Road Challenge *(Midway)***	8.33	106
7. Alpine Racer 2 *(Namco)*	8.18	451
8. Daytona USA *(Sega)*	8.05	2228
9. Cruis'n USA *(Midway)*	7.93	2078
10. Alpine Racer *(Namco)*	7.76	1175
11. Wave Runner *(Sega)*	7.50	398
12. Tokyo Wars *(Namco)*	7.40	263
13. Winding Heat *(Konami)*	7.40	184
14. GTI Club *(Konami)*	7.33	30
15. Cyber Cycles *(Namco)*	7.18	924
16. Aqua Jet *(Namco)*	7.17	369
17. Alpine Surfer *(Namco)*	7.00	418
18. Home Run Derby *(ICE)*	7.00	215
19. Suzuka 8 Hours 2 *(Namco)*	6.80	1526
20. Manx TT *(Sega)*	6.64	574
21. OutRunners *(Sega)*	6.24	1774
22. Sega Rally *(Sega)*	6.17	788
23. Indy 500 Twin *(Sega)*	5.85	497
24. Prop Cycle *(Namco)*	5.67	140

PINBALLS

1. Medieval Madness *(Williams)*	8.71	159
2. Scared Stiff *(Bally)*	8.00	593
3. Attack From Mars *(Bally)*	7.26	951
4. The Addams Family *(Bally)*	7.00	3391
5. Arabian Nights *(Williams)*	6.90	486
6. The Lost World *(Sega)*	6.75	69
7. Theatre of Magic *(Bally)*	6.69	1233
8. Junk Yard *(Williams)*	6.59	261
9. Fast Break *(Bally)*	6.58	70
10. Pinball Magic *(Capcom)*	6.57	219
11. World Cup Soccer *(Bally)*	6.38	1055
12. Star Trek: TNG *(Williams)*	6.30	1712
13. Independence Day *(Sega)*	6.15	233
14. Space Jam *(Sega)*	6.08	130
15. Twilight Zone *(Bally)*	5.88	1129

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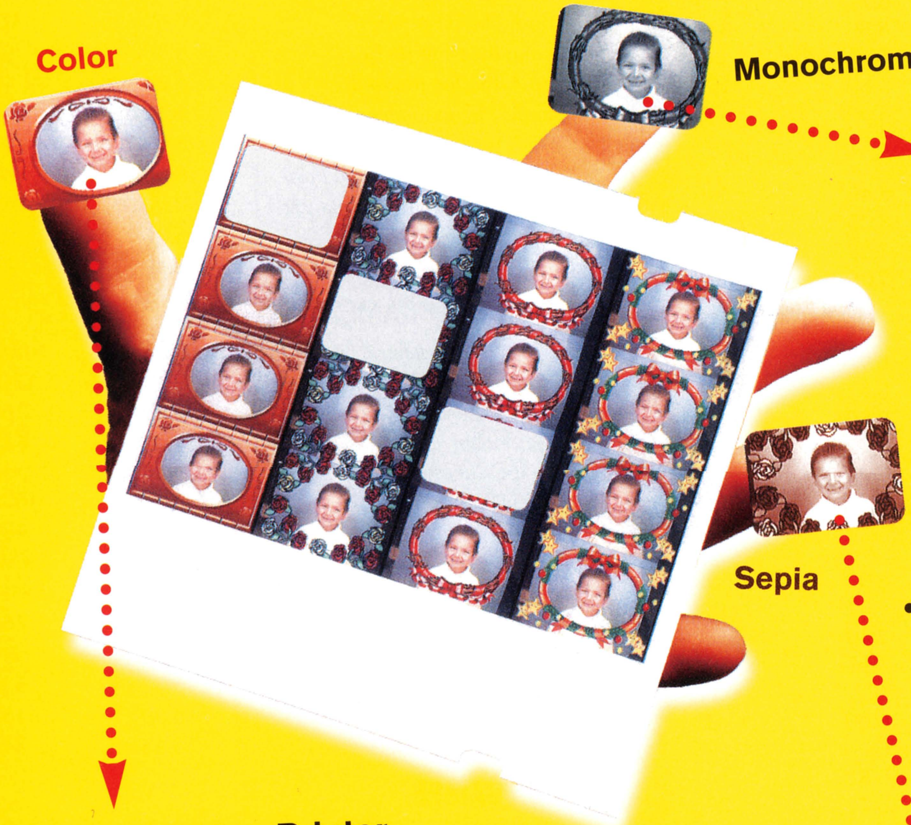

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ALLEY BOWLERS

GAME	POINT VALUE	LONGEVITY POINTS
1. Basket Fever *(Bay Tek)*	9.50	164
2. Skee-Ball Too! *(Skee-Ball)*	8.33	438
3. ICE Ball *(ICE)*	7.56	569
4. Pro Striker *(Design PLus)*	7.00	27
5. Skee-Ball *(Skee-Ball)*	6.73	664

SPORTS GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Super Shot *(Skee-Ball)*	7.50	639
2. Hoop It Up *(Atari)*	7.38	918
3. Shoot to Win *(Smart)*	7.09	559
4. Rage in the Cage *(Fun Merchants)*	7.00	304
5. Full Court Fever *(ICE)*	6.77	614
6. Full Court Frenzy *(ICE)*	6.56	351
7. UB-QB Football *(Skee-Ball)*	6.12	112
8. Hoop Shot *(ICE)*	5.50	169
9. Slugfest *(Williams)*	5.00	5

SINGLE CRANES

GAME	POINT VALUE	LONGEVITY POINTS
1. Rainbow *(Rainbow)*	8.40	855
2. Classic Watch Crane *(Smart)*	8.25	647
3. Clean Sweep *(Smart)*	7.68	879
4. Skill Crane *(Grayhound)*	7.08	362
5. Jumbo Crane *(Grayhound)*	7.00	651
6. Big Choice *(Fun Merchants)*	6.76	652
7. Candy Crane *(Smart)*	6.71	432
8. Candy Man *(Fun Merchants)*	6.67	201
9. Action Claw *(Fun Merchants)*	6.50	600
10. Hollywood Crane *(Maxwell)*	6.00	93
11. Showcase *(Smart)*	5.60	32
12. Pit Stop *(Smart)*	5.25	123

CHILD-SIZE GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Smart Toss Em *(Smart)*	8.00	539
2. The Flintstones *(ICE)*	7.67	125
3. Hightops *(Skee-Ball)*	7.20	122
4. Shoot To Win! Jr. *(Smart)*	7.14	604
5. Bozo Basketball *(Design Plus)*	6.14	60
6. Awesome Toss 'Em *(Lazer-Tron)*	6.00	119
7. Godzilla Wars Jr. *(Namco)*	6.00	96
8. Barnyard Babies *(Skee-Ball)*	5.80	37
9. Feed Big Bertha *(Smart)*	5.73	276
10. Jr. All American *(UETD)*	5.50	55
11. Skee-Toss B.C. *(Skee-Ball)*	5.17	6

ROLL DOWNS

GAME	POINT VALUE	LONGEVITY POINTS
1. Spin To Win *(Lazer-Tron)*	7.05	770
2. Jungle Rama *(Lazer-Tron)*	6.67	294
3. Clown Roll Down *(Bay Tek)*	6.56	156
4. Rock N Roll *(Bay Tek)*	6.40	30
5. Tic-Tac-Toe *(Skee-Ball)*	5.33	38

NOVELTY

GAME	POINT VALUE	LONGEVITY POINTS
1. Cyclone *(ICE)*	9.27	1401
2. Cyclone Jr. *(ICE)*	8.75	736
3. Colorama *(Bromley)*	8.38	1009
4. Round 'n Round Jr. *(Astro)*	8.33	53
5. Solar Spin *(Lazer-Tron)*	8.25	462
6. Round 'n Round *(Astro)*	8.17	797
7. Treasure Falls *(Planet Earth)*	7.92	716
8. Dinoscore *(Planet Earth)*	7.89	1181
9. Steer Crazy *(Fun Industries)*	7.67	107
10. Surfin' Safari *(5 Star)*	7.50	212
11. Prize Zone *(Lazer-Tron)*	7.20	156
12. Buddy Bear *(Smart)*	7.00	192
13. Flip N Win *(Planet Earth)*	7.00	377
14. Killer T-Rex *(Smart)*	7.00	194
15. Pirate's Revenge *(5 Star)*	7.00	119
16. Pop-A-Slot *(Coastal)*	6.67	311
17. Dump the Ump *(ICE)*	6.60	95
18. Pop-A-Tac-Toe *(Coastal)*	6.25	46
19. Simple Simon *(Sammy)* USA	6.14	90
20. Pop-A-Ball *(Coastal)*	6.08	84
21. Hop-A-Tic-Tac-Toe *(Data East)*	6.00	34
22. Sidewinder *(Bob's Space Racers)*	6.00	*
23. Cosmo Gang *(Data East)*	5.86	2
24. Hungry Hungry Hippos *(ICE)*	5.43	25

COIN DROP GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Big Haul *(Benchmark)*	8.76	696
2. Smokin' Token *(Seidel)*	8.35	1149
3. Super Wheel 'Em In *(Bromley)*	8.00	259
4. Goin' Rollin' *(Seidel)*	7.75	842
5. Cut the Cheese *(Sega)*	7.29	535
6. Wheel 'M In *(Bromley)*	7.13	1079
7. Aftershock *(Lazer-Tron)*	7.07	482
8. The Mask *(Data East)*	7.00	698
9. Rock-N-Bowl *(Bromley)*	6.86	440
10. Addams Family Values *(Midway)*	6.67	265
11. Coin Circus *(Sammy USA)*	6.60	211
12. Home Run Hitter *(CCI)*	6.60	533
13. Super Bank It II *(Lazer-Tron)*	6.60	184
14. Roll For Gold *(Benchmark)*	6.43	343

GUN GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Six Gun Saloon *(CCI)*	6.67	39
2. Big Mouth *(Meltec)*	6.40	115
3. Knock-Down *(Meltec)*	6.13	95
4. Boom Ball *(Meltec)*	6.00	13

BOPPING/STOMPING GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Spider Stompin *(Island)*	7.44	950
2. Wacky Gator *(Data East)*	7.04	384
3. Circus Hi-Rise *(Skee-Ball)*	6.80	163
4. Ribbit Racin *(Lazer-Tron)*	6.80	714
5. Swamp Stomp *(Lazer-Tron)*	6.80	517
6. Dino Bonk *(Namco)*	6.67	90
7. Spider Splattin' *(Island)*	6.60	98

Results are based on monthly Equipment Poll ballot returns. Point Value = average of ballot ratings on a scale of 1-10; Longevity Points = standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) ****Indicates new or reappearing games.*

What is your most popular air hockey game?
#1 Dynamo Hockey (Dynamo Ltd.)
#2 (tie) Neon Aire (Imagination Leisure) and Typhoon (Merit)

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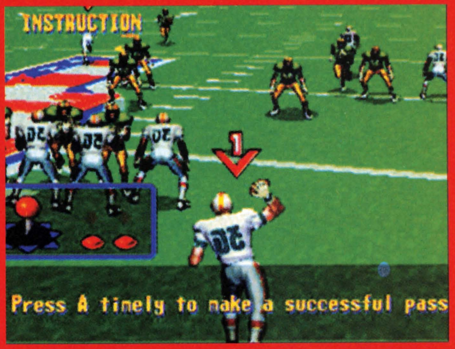
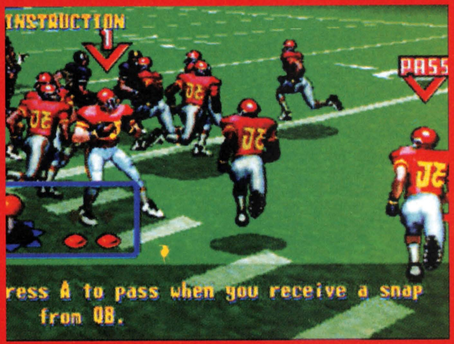

INSTRUCTION

Press A timely to make a successful pass


INSTRUCTION
PASS

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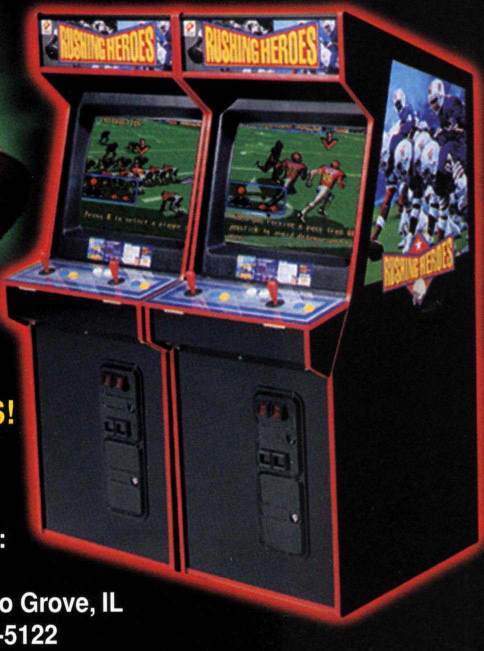
from QB.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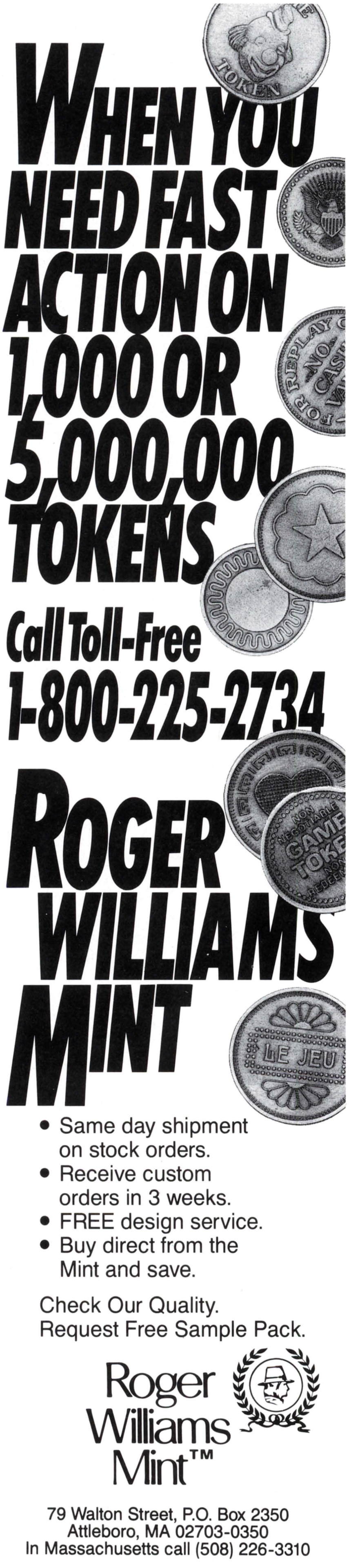
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What's 'in', what's 'out'

As the year comes to a close it's plain to see our culture's preferences, not only in terms of entertainment, but also in lifestyle. After dominating the automotive market for the last 12 years, minivans have given way to the SUV (Sport Utility Vehicle). Even Lexus, Mercedes, and Lincoln feature SUV models. Woe the poor family sedan--nobody wants them. Just look at the car dealership ads in your local newspaper for an affirmation. The public seems to be willing to pay $27,000 (or more) for an SUV while a big sedan can be had for $19,000. Standard size minivans are advertised for as low as $15,000. Is there really that much more vehicle in the SUV? It reminds me of the muscle car days of the late '60s. You just had to have a big engine under the hood.

Here is a brief list of the once popular and now popular:

IN:	OUT:
LBEs	CECs
Sugarbusters	Jenny Craig
Interactive	Passive
Cigars	Cigarettes/Pipes
Some Fat	Low Fat
Short Hair	Long Hair
SUVs	Minivans
PC-based games	Traditional games

Children's Entertainment Centers found that they must either evolve into a full-fledged FEC or face possible extinction. Too narrow a market focus turned out to be short-sighted.

Cigarette smokers are shunned at every public place and in the work place, yet cigars are enjoying the highest level of popularity since George Raft frequented the nightclubs of Havana in the '30s. I can't imagine any smell more offensive than that of a cigar, nor any image less feminine than a woman smoking a cigar. Ladies, get the if-its-good-enough-for-you it's-good-enough-for-me chip off your shoulders. And the image of the pipe and slippers? It's ready for the Smithsonian.

Spare me from interactive everything. I even saw an ad for a local appliance store that touted "interactive microwave ovens." Sure, you have to open the door and put in the food but I don't consider that interactive.

Short hair is now back in vogue--for both men and women. The crew cut of the '50s lives! Perhaps it's the influence of Drew Carey.

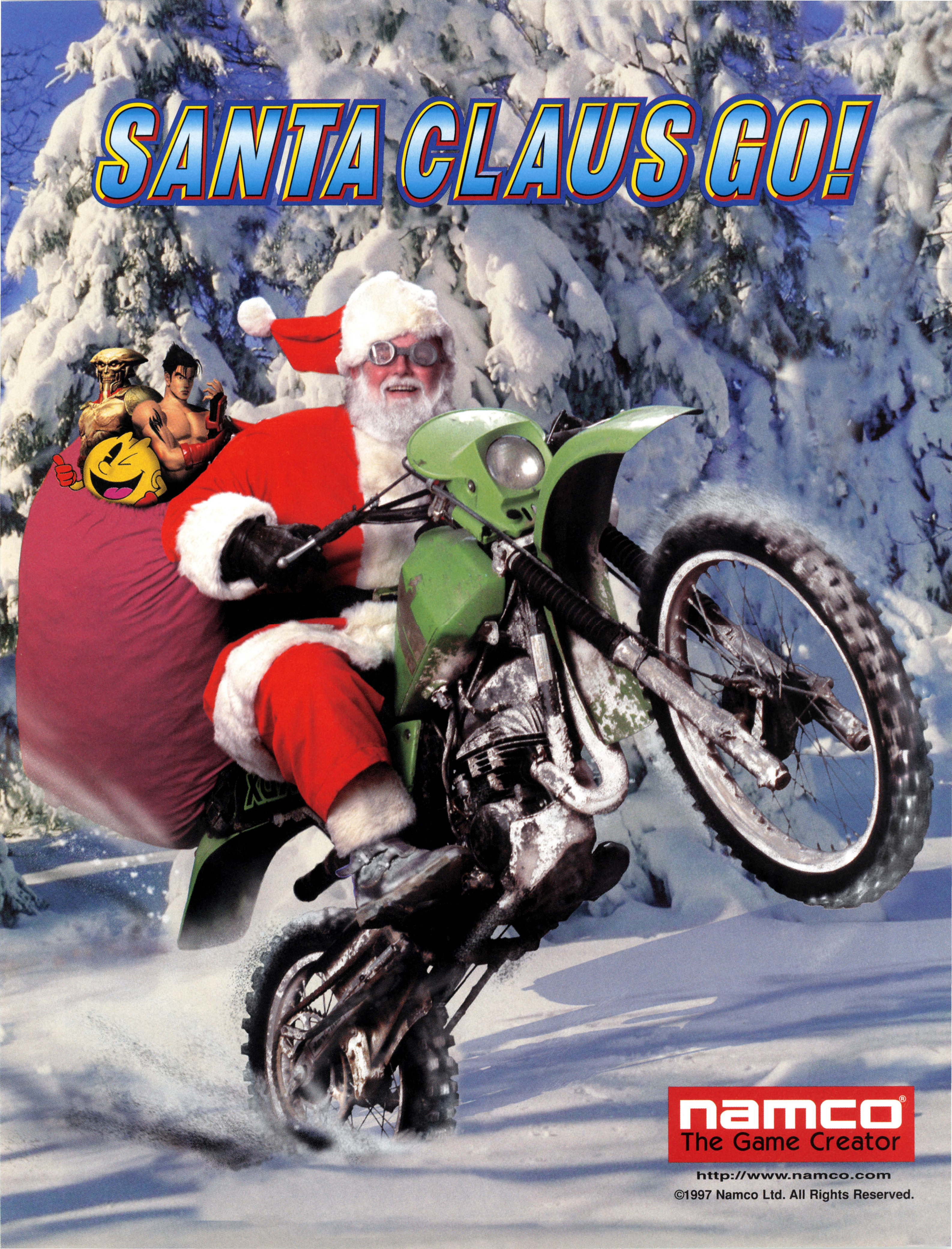
Recent studies indicate that the highest level of fat consciousness was in 1994, and since then consumers are looking for more taste in their food. In a lot of instances the term low fat also means no taste. Good tasting food, in moderation, is back.

Forget exercising and a liquid diet to shed those unwanted pounds--try the hot Sugarbusters diet that eliminates sugar-fostering veggies such as carrots, beets, and potatoes (except, oddly, not sweet potatoes) and leaves you with a diet that is basically wheat pasta.

Lastly, it's PC-based games that are the 'in' type of games--or at least that's what we are led to believe by the makers of said PC-based games. The proof is in the proverbial pudding, so we will have to see what '98 has in store. But if reworked, already successful home PC game titles are what we have to look forward to, I'm not sure if the pudding will be palatable.

But what do I know? I drive a sedan, love carrots and beets, attend Jazzercize classes, and have long hair.

Bonnie Theard, Managing Editor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AMOA heading up efforts for cigarette vending buyout

The Amusement and Music Operators Association (AMOA) is spearheading efforts to either offset a likely ban on cigarette vending machines or achieve a payout of $8,000 per vending machine should a ban take effect as part of a national Congressional settlement with tobacco companies. A settlement is not likely to take place until next year.

"The Tobacco Committee feels there will be legislation in the form of a buyout and we need to be unified on that front," said co-chairman of the committee Mark Levine of Melo-Tone Vending in Somerville, Mass. At press time, the committee was preparing a mass mailer for AMOA members and non-members alike discussing the possibilities of a settlement.

As part of its recent efforts, AMOA has enlisted the help of its Washington lobbyist Valis & Associates to present its position to Congress and arrange for the testimony of association members. Initial response to a buyout from members of Congress has reportedly been positive.

The association has also arranged to have a Washington law firm file suit on behalf of individual members against the Food & Drug Administration (FDA) to recover damages caused by the federal agencies' attempts to ban vending machines from non-age-restricted locations.

A proposed settlement reached between tobacco companies and a group of state attorneys general, which is pending before Congress, would ban vending machines altogether. A Tobacco Institute survey, revealing that 70 percent of Americans expect some kind of settlement, indicates that legislation is likely to be forthcoming on the matter.

Talking points stressed by AMOA and Valis include arguments that underage smokers purchase only two percent of their cigarettes from vending machines and that a ban on such units would affect 2,000 businesses and over 10,000 employees nationwide. AMOA also contends that it would be the proper organization to administer a compensation or buyout account because it represents 80 percent of the industry.

The $8,000 per machine figure was arrived at by calculating the cost per unit plus five years average net profits and consideration for lost contracts, dollar bill changers, etc. Any compensation funds not used would be returned to Congress for anti-smoking causes under the current plan. Under one draft, glassfront vendors would not be included because they can be used for other purposes.

Should a Congressional settlement fail, vendors' only recourse will be through the court system, and the law firm which AMOA has retained is offering operators a chance to sign up for a one-time payment to cover the expenses of mounting a possible suit. Any additional revenues would be earned by the firm on a contingency basis. Operators with 500 machines or less will pay $500. Those with 500-1,000 machines pay $750, and those with over 1,000 pay $1,000.

Under the terms of the retainer agreement, the firm will receive two percent of any sums received up to $500 million as part of a Congressional settlement (prior to discovery or any summary judgment motions) and one percent for sums over $500 million. If a buyout results from negotiations with the FDA or the Justice Department prior or as a result of litigation, those percentages increase to 10, 15, or 20 percent depending on the circumstances.

AMOA needs a minimum of 100 vendors to sign up by Dec. 31 in order to activate the initial lawsuit. For more information, contact McFadden, Shoreman & Tsimpedes, 1026 16th St. NW, Suite 302, Washington, DC 20036; (202)638-2100; fax (202)638-6783; e-mail (mstlaw@erols.com).

See **CIGARETTE VENDING** *on page 19*

New York operators talk tobacco on Capitol Hill

Four members of the Amusement and Music Operators Association of New York recently spent a full day in Washington visiting members of Congress to argue fairness for cigarette vending machine owners.

Association president Robert Herman, vice president Frank Calland, Richard Simon, and general counsel Cary David Kessler visited five members of the House of Representatives, a dozen Congressional aides, and the chief of staff to Sen. Daniel Moynihan.

"Our position is simple: leave cigarette machines in age-restricted locations or fairly compensate our owners if their machines are banned," said Herman.

"We know from studies conducted by the Government's Center for Disease Control that only 2.2 percent of cigarettes are sold through vending machines and that teenagers rarely purchase cigarettes from machines in bars," added Calland. "The machines are an easy target for those who want a quick fix to the teenage smoking problem."

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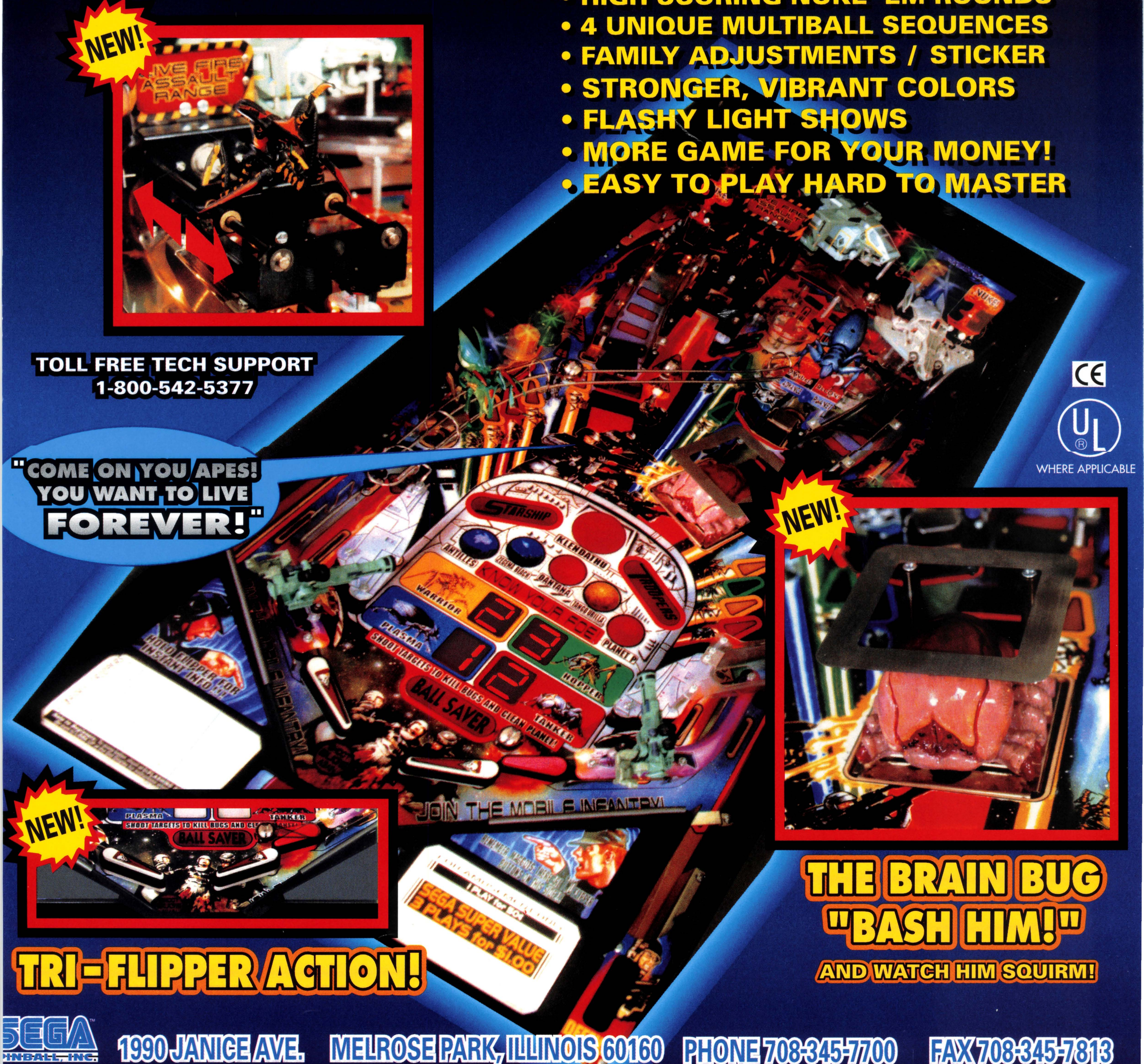
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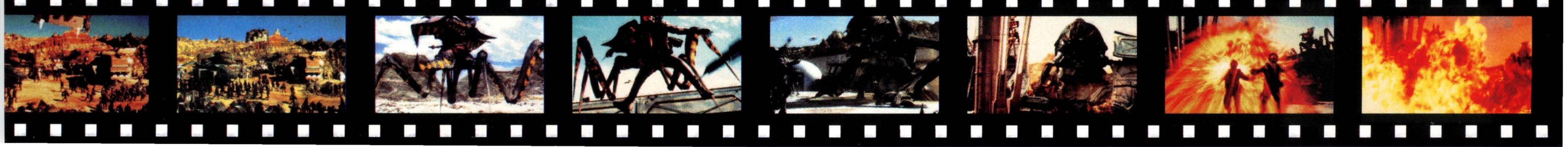

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Settlement reached in Sega, Worldwide suit

As reported last month in Play Meter, a settlement brokered by AMOA has been reached in the legal dispute between Sega GameWorks and distributor Worldwide Video Entertainment over the importation of a kit version of Sega's *The House of the Dead* video game. The game was available only as a dedicated version in the United States.

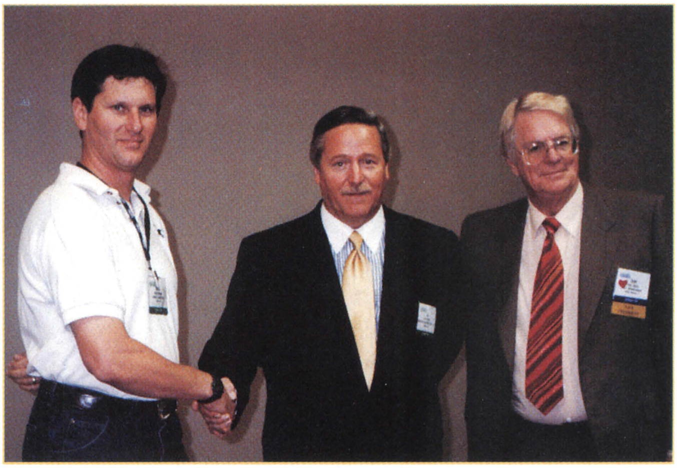
The settlement was made official during a press conference at AMOA International Expo in Atlanta in late October and amid renewed Congressional interest in the issue.

Both parties agreed to drop pending lawsuits. Sega sued Worldwide and one of its customers, Ed Looi of the Pak Mann Arcade. Worldwide's Brad Brown mounted a countersuit against Sega.

"We are proud that the AMOA was able to help reduce the tensions of the situation and bring this lawsuit to an end," said AMOA president Don Hesch.

While Sega officials stopped short of a blanket guarantee, company president Al Stone said Sega would make every effort to ensure that games are offered as kits in the United States when available as kits overseas. Limited kit versions of *The Lost World: Jurassic Park* will be made available.

AMOA officials stressed that an agreement signed two years ago by manufacturing companies did not promise kit versions of every game, but instead that games are marketed uniformly overseas and domestically.



Worldwide Video's Brad Brown (l) and Sega's Al Stone shake on the settlement of a legal dispute over parallel imports as AMOA's new president Don Hesch looks on.

In pursuing the issue over the last several months, AMOA officers took their case back to Capitol Hill, where it stood two years ago when the agreement with manufacturing companies was reached. The agreement came when legislation protecting the operation of parallel game boards sunset.

Responding to AMOA, Senate Judiciary Committee Chairman Orin Hatch fired off a letter to AMOA and AAMA, commenting indirectly on the case. "The manufacturers of video games promised to sell video games in the U.S. market in the same formats as they sold them in the rest of the world," Hatch wrote. "Owner/operators promised not to import video games and to purchase them from authorized U.S. representatives of the manufacturers.

"The AMOA/AAMA agreement was an important factor in my decision regarding whether section 109(e) would be allowed to sunset on Oct. 1, 1995," Hatch continued. "If the agreement were not to hold, I would have to revisit this issue."

While the general industry consensus is that without the legislative protection afforded previously by Congress it is legal to import a parallel game but not to operate or publicly perform the game, there is little legal precedent to ensure that conclusion nationwide.

Flipper kings

PAPA founder Steve Epstein of Alpha-Omega Amusements and pinball author, enthusiast, and player Roger Sharpe of WMS Industries are promoting next year's PAPA 6: Shootout at the Sahara in Las Vegas, Feb. 5-8. They are pictured here with the new Williams' pin *Cirqus Voltaire*.

CIGARETTE VENDING

continued from page 18

Earlier this year, AMOA hired an attorney to file a citizens petition with the FDA requesting an amendment to its regulations that would allow the operation of cigarette vending machines in non-age-restricted locations if equipped with a lock-out device. Implementation of the FDA rules has been postponed pending review by the courts.

The petition concluded that the FDA's regulations constituted an illegal taking of property and that vendors would be entitled to compensation under the Fifth Amendment. Lost profits over five years have been estimated at $2.1 billion.

Tobacco committee co-chairman Terry Davis of TD Rowe in Houston also met with Donna Shalala, secretary of health and human services, and Bruce Reed, President Clinton's senior domestic policy advisor, urging them to support legislation allowing the operation of machines with lock-out devices or the inclusion of compensation for vendors in the final tobacco settlement.

Distributors test out *Cirqus Votaire* at WMS Industries' pre-AMOA celebration, held at the Four Seasons Hotel in Atlanta.

WMS Industries celebrates new products with distributors

Distributors for WMS Industries' line of Midway video games and Williams and Bally pinball lines gathered at the Four Seasons Hotel in Atlanta, Ga., one day prior to AMOA International Expo to celebrate the company's new line of products.

As part of the company's message to distributors, vice president of sales Joe Dillon said the company released *Mortal Kombat 4* too early and asked for help in reinvigorating the game's earnings with a software update called Revision 2.

Dillon also argued that pinball is not a thing of the past for operators. "There is a pinball market, there is a pinball market, there is a pinball market," he said in remarking on the company's newest offering, *Cirqus Voltaire.* "As long as we have a positive attitude toward pinball, it will be there."

The meeting was also the scene of WMS' announcement that all company distributors would be in the Expo booth for a certain period of time during the show to meet with existing and potential customers.

Sales director Rachel Davies reminded distributors of the release of the second Mortal Kombat movie. "The movie is directly appealing to our players," she said. "Many of the characters are based on the characters in *Mortal Kombat 4.*"

Other company news included the release of *Off Road Challenge,* a new and innovative driving simulator from the creator of *Cruis'n USA* and *Cruis'n World,* and a new update for the company's *Touchmaster* countertop touch screen game that includes classics from the company's library like Breakout and, for the first time, adult-themed card games.

"We are committed to making this happen; we will be number one," said operations manager Marty Glazman. "This is not just an upgrade. It is a whole new game."

Microsoft continues coin-op support behind the scenes

Software giant Microsoft will continue to support the PC arcade initiative by working with hardware and software developers to ensure that quality games are brought to market, according to the company's Jason Robar, who spoke during a seminar entitled "Windows in the Arcade" at AMOA International Expo in Atlanta.

Robar, who was at the forefront of Microsoft's AMOA presence, said the company's focus "will move into the background" with more emphasis on players from the PC industry.

"I would like to take the opportunity to really stress and clarify where we fit into the picture," he said. "We see ourselves as a partner behind the scenes. Somewhere between the software developers and the people who manufacture hardware, we try to act as an interface.

"We expect to see a continued pace of innovation and a continued introduction of products based on the PC standard," he added. "If the PC becomes the development platform of choice, then it can also become the delivery platform of choice."

According to Robar, the past year has proven that PC technology can deliver an arcade-style experience from the standpoint of powerful graphics. "The first question has been answered," he said. "The second question is can we provide you titles that will make money?"

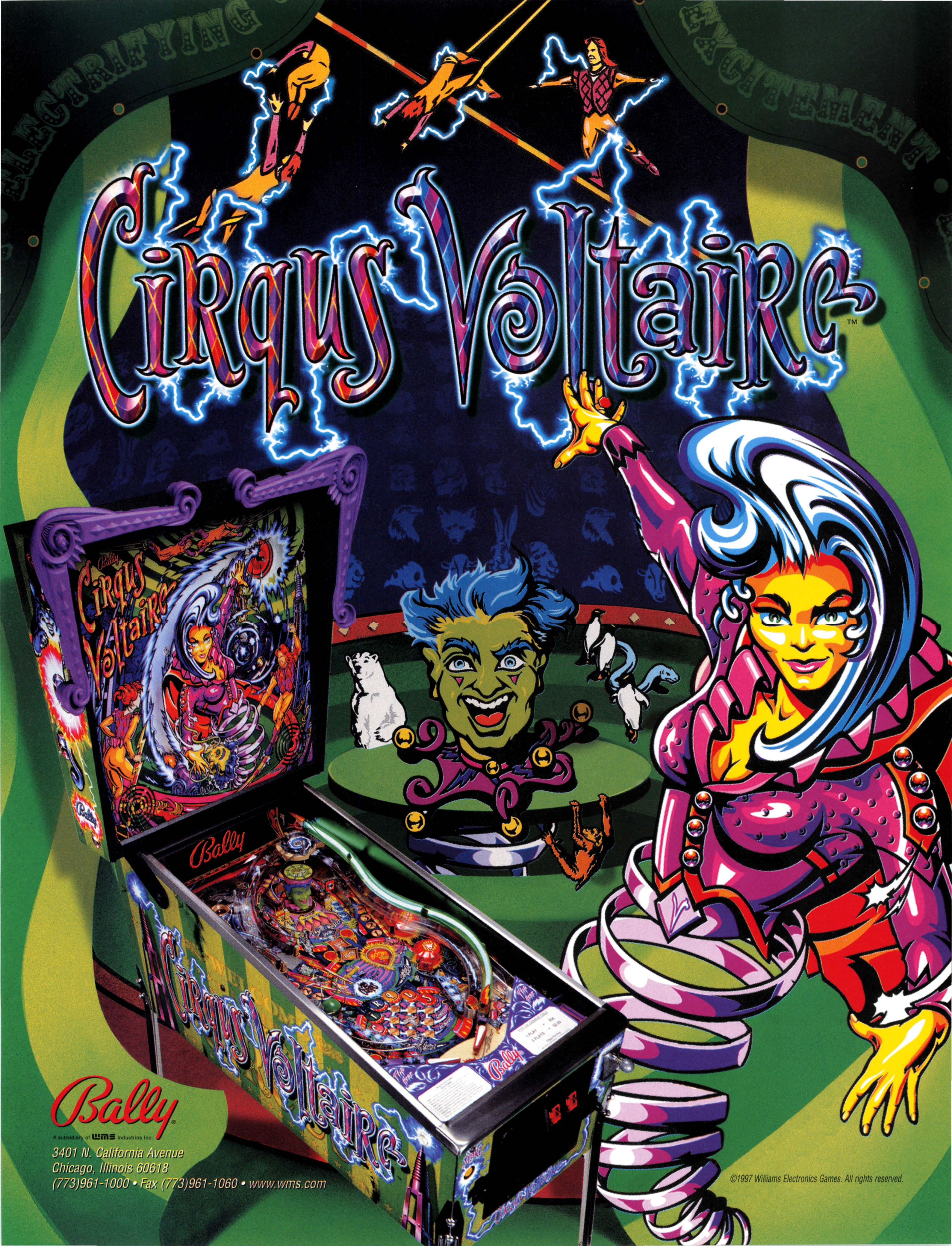
In achieving that goal, Robar encouraged members of the coin-op industry to get involved in the PC-game business by attending events such as the Computer Game Developer's Conference and the Electronic Entertainment Expo (E3) and providing input on what produces a successful coin-op title.

As part of his presentation, Robar demonstrated several games in progress including *Dragon* from Eclipse Entertainment in Texas and *Motor Racer* by a French software developer. He also mentioned a number of PC developers currently working on titles for the "arcade space" including Inner Workings of Scotland, which exhibited an early version of *Plane Crazy* at ASI in Las Vegas, and Mango Grits, a three-person development firm responsible for the PC arcade title *Barrage.*

Service award

TECHNOLOGIES INC.
Shuffleshot
Shuffleshot

During AMOA International Expo `97, Bill Glasgow Jr. (l) and Judy Novak, both of W.T. Glasgow Inc., presented a plaque to Bill Cravens of Bulldog Amusements in recognition of his outstanding work on the ASI show committee.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Basketball simulator released at IAAPA

Charlotte, N.C.,-based Sports Training & Entertainment Products (STEP) launched its basketball themed sports simulation game, *In The Zone*, at last month's IAAPA. The attraction uses a series of computers and motors to move a regulation size goal and basket in order to replicate any shot a player might take on the court.

"*In The Zone* uses the latest competitive gaming techniques combined with regulation basketball and multimedia yet it allows the player to use his or her own physical skill to shoot the basket," explained STEP president Ron Couturier.

IN THE Zone
THE ULTIMATE BASKETBALL CHALLENGE

STEP's *In The Zone* basketball game

The patented game, which has been in development and testing for two years, has been seen at such high-profile promotions as the WNBA kickoff, the Atlantic Coast Conference men's basketball tournament, and the NBA draft. Test marketing at Paramount's Carowinds has reportedly exceeded forecasted revenues.

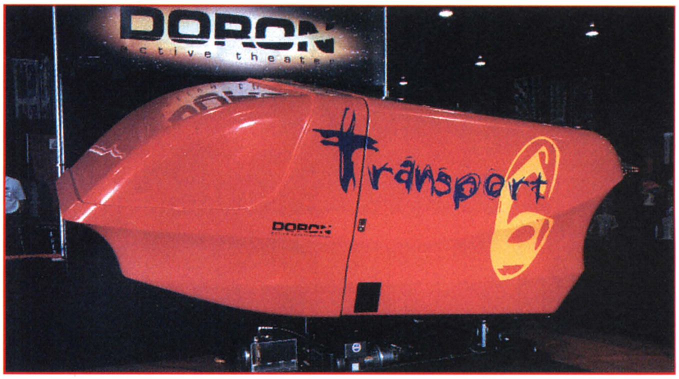
Players have a choice of four games including backyard favorite Around the World and All-Star Shootout in which players shoot from five different angles. All games utilize the attraction's ability to move the goal up to 24 feet away from the player and rotate a complete 180 degrees.

The unit's computer offers three different difficulty levels—varsity, college, and pro—and head-to-head competitors can handicap their game by choosing their individually appropriate level. Adjustable features include game length and price per play, and advertising is possible on the unit's attract monitors. STEP can create custom themed games and is planning to post scores on the Internet creating a national climate of competition.

"We have the ability to tailor this attraction in very special ways," said Couturier. "For example, we can create a game where players will try to make 10 of the greatest shots in the NBA history or we can design a game that mimics the most incredible shots made by Michael Jordan."

For more information, contact STEP, 10320 John's Town Dr., Charlotte, NC 28210; (704)399-4800 or (888)280-7837; fax (704)399-1980.

A wild ride



As reported last month in Play Meter, Doron Precision Systems has introduced its newest motion simulator capsule, the Transport 6, which seats six, can handle up to 100 customers per hour, and is easily transported.

Winter electronics show features new exhibitions

Based on industry research and exhibitor needs, the 1998 International Winter Consumer Electronics Show (CES) will feature six special pavilions focusing on the latest industry trends. The show, Jan. 8-11 in Las Vegas, showcases consumer technology for retail and corporate buyers.

The new pavilions are:

Content: Participants will include network programmers, multimedia video and game producers, and studios producing alternative content for DVD, Internet, and multimedia platforms.

Internet: Manufacturers of access software, software development tools, computer hardware, Web browsers, Webcasting, as well as access providers, system operators, and other applicable products and services will be there.

Digital Photography: Exhibitors will include manufacturers of photographic equipment including 24mm, 35mm, digital, panoramic, and video cameras, as well as video and photo accessories.

Intelligent Transportation System: Sponsored by ITS America, this area will feature manufacturers of in-vehicle navigation systems, safety devices, vehicle radar systems, traveler information systems, and collision notification systems.

Healthcare: Home and personal healthcare product manufacturers will interact with buyers interested in expanding their stores to include products such as digital thermometers, heart rate monitors, medication schedulers, home remedy software, electronic radon detectors, and electronic medical alert devices.

Emerging Technologies: Small companies will be seeking exposure showcasing their products and ideas to interested financiers, investors, venture capitalists, retailers, and the trade press.

"We are thrilled with the excitement our exhibitors have shown for these new pavilions," said CES director of sales Dan Cole. "Exhibitors realize that being part of the pavilion concept is an ideal way to maximize their marketing time, money, and resources."

Being held in conjunction with the show is the Digital Engineering Conference, which is geared toward engineers and product development managers hoping to gain insight into trends, changes, and advancements in digital audio, video, and computer and access technologies.

8 YEARS IN A ROW– 8 AWARDS

AMOA

Amusement & Music Operators Association

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by

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October 24, 1997 Atlanta, Georgia

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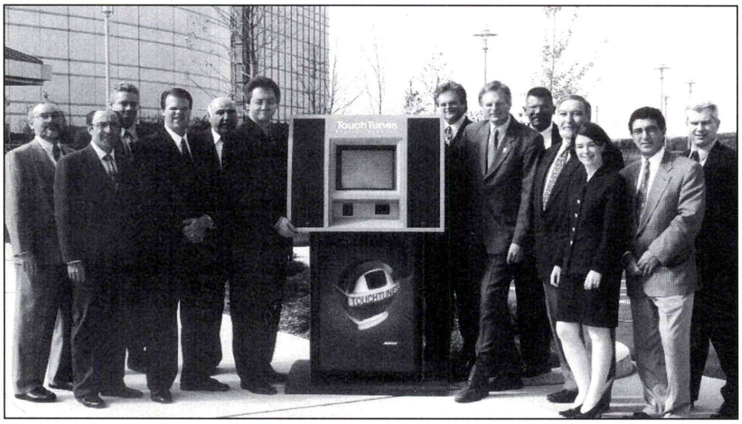
Putt-Putt Golf & Games provides game service

Putt-Putt Golf & Games recently launched its newest division, Putt-Putt Games to Go, a video game trading network specifically for Putt-Putt franchisees. Through this network, franchisees will have more selections to choose from to upgrade and/or replace existing games.

The new division is based in Augusta, Ga., and headed up by Mark Ross, a 21-year veteran of the Putt-Putt Golf franchise system. Ross, who was recently promoted from his post as director of franchise services, said he is confident the franchisees will benefit from having a direct contact to answer game questions and track industry trends.

To further enhance communications, Putt-Putt Games to Go has established a new site on the World Wide Web and had added a toll-free number. For more information, contact Games to Go, (800)920-7888; Web site (http://www.putt-putt.com/gamestogo).

The right touch



As reported earlier in Play Meter, the Canadian-based Bose Corp. has signed an agreement with TouchTunes Digital Jukebox to build the latter's production model downloading jukebox. Executives from both companies pose with the TouchTunes unit at the signing of the agreement.

Toys 'R' Us signs deal with APBI

American Photo Booths Inc. (APBI) has signed a contract with Toys 'R' Us to install more than 650 of its custom themed *Sticker Station* kiosks in Toys 'R' Us retail stores nationwide. The machines were expected to be in place for the holiday season.

Toys 'R' Us launched an immediate roll-out of the 650 *Sticker Station* units following the successful pilot of machines in three of its New York and Washington, D.C., area stores. "We are very pleased to be affiliated with Toys 'R' Us, a giant in children's entertainment," said APBI president and CEO Sam Attenberg. "We look forward to partnering with them and sharing in the success of the hottest trend of the '90s."

APBI, which claims to hold the exclusive patent for photo sticker machines in the United States, currently has units in a number of high-profile locations including Club Disney in California, the Museum of Science and Industry in Tampa, and New York City's World Trade Center.

Wackyputt looking to complete growth phase

With an eye to complete its current growth phase of 300 projected sites, Canadian based Wackyputt: Jokes 'N Pranks Miniature Golf is looking for 30 locations to install one of its corporate franchises.

The company's system includes a Pentium computer and 40 online proprietary microprocessors. Basic site requirements are 10,000 square feet of space and 30 parking spaces located on a main road with a population of at least 150,000 within a five-mile radius.

Wackyputt's popularity stems from unique course features such as malicious sprinklers, spraying cups and tees, hidden and unidentified species of animals, and more. The company is interested in subleasing existing miniature golf locations or granting franchises to operators. For more information, call (514)438-2070.

VNEA sets tournament dates

The Valley National 8-Ball Association has released its state and provincial tournament listings for the coming year. Here's a look at the lineup:

Wyoming/Colorado (Feb. 13-15)—Rocky Mountain VNEA Team Tournament, University Park Holiday Inn, Ft. Collins, Colo.

Idaho (Feb. 19-22)—Idaho State Championships Pool Tournament, Elks Lodge, Idaho Falls, Idaho.

Ontario (Feb. 18-22)—4th Annual Ontario Provincial Championships, Hamilton Convention Center, Hamilton, Ontario, Canada.

W. Virginia (Feb. 27-March 1)—W. Virginia State Pool Championships, Lakeview Resort, Morgantown, W.Va.

Pennsylvania (Feb. 27-March 1 and March 6-8)—PAMMA/VNEA, Shrine Club, Erie, Pa.

Iowa (March 19-22)—I.O.M.A. State Pool Tournament, Holiday Inn Convention Center, Waterloo, Iowa.

Oregon (April 1-5)—Oregon State Pool Championships, Chinook Woods Casino, Lincoln City, Ore.

Michigan (April 16-19)—5th Annual Michigan State Pool Championships, Kellogg Arena, Battle Creek, Mich.

Florida (April 30-May 1)—16th Annual Florida/VNEA State 8-Ball Championships, St. Petersburg Hilton, St. Petersburg, Fla.

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Play-By-Play praises TV product promotion

In evaluating the company's fiscal year performance, Play-By-Play Toys & Novelties president Mark Gawlik said the firm surpassed its own internal goals for product development.

"Of particular note is Talkin' Tots, our initial entry into the large doll market and also Play-By-Play's first television promoted product," said Gawlik. Talkin' Tots is a pair of dolls that talk and sing to each other through the use of infrared sensors.

Play-By-Play also marketed its Tornado Taz product through the use of television spots during the past fiscal year. Tornado Taz—a plush version of the popular Looney Tunes character—vibrates, spins, and talks with the voice of Mel Blanc.

In addition, Gawlik said the company entered new license agreements for classic characters during the past financial year. "Looking to 1998, we are very excited about the exclusive worldwide Baby Looney Tunes master toy license which we were awarded by Warner Bros. this past September," he explained. "Initially, we will create a 24 SKU product line of infant, toddler, and preschool Baby Looney Tunes products ranging from play toys to toddler pool toys. By the end of calendar 1998 we expect to expand this line to approximately 60 SKUs."

"Legal Eagle" back in January

Play Meter's "Legal Eagle" column by St. Louis, Mo.,-based attorney Tom Fricke does not appear in this month's issue. Tom, who took time off from his column for the holidays, will be back next month with his monthly look at the state of redemption and the law.

A compilation of "Legal Eagle" columns entitled Redemption and the Law and published earlier this fall is now available for the special price of $10. For more information, contact Play Meter's Renee Pierson, (504)488-7003.

PlayPak Systems partners with GT Interactive on PC titles

PlayPak Systems of Colmar, Pa., and MacSoft, a division of game publisher GT Interactive, have announced an agreement to partner in the development of titles for the former's game system. PlayPak released its first three titles, running on an Apple Macintosh computer-based arcade system, at AMOA International Expo.

The agreement between PlayPak and MacSoft will bring home titles to the coin-op market. "Drawing on the industry experience of PlayPak Systems the games will be converted to meet the demanding needs of our industry and to give the player a new but familiar experience," said PlayPak's CEO Dan Stein.

Taking advantage of what it calls the Mac OS' superior graphics and new performance standards of the G3 chip, PlayPak says the arcade games will offer better than 30 frames per second video, meeting coin-op players' expectations.

PlayPak's games use standard Happ Controls, have an operator-friendly interface, and are simple to upgrade or convert, according to the company. Games are sold in fully configured cabinets or as kits through licensed distributors. Through its distributor network, PlayPak will offer extended warranty coverage, technical support, rapid service turnaround, and no recourse leasing.

The company plans to have its distributor network in place and be shipping games sometime this month. Several games, written directly for coin-op, are in the works. Games introduced at AMOA include *The Untouchable, Battle Girl,* and *Project Magellan.* (See AMOA Expo coverage in this issue for more on the games.)

The company is reportedly considering a marketing plan where operators will be able to purchase game discs with a limited number of plays at a special price. They can then upgrade the number of plays for an additional fee. New game software can be purchased for as little as $325 to get started.

PlayPak's open arcade standard platform includes: Power PC G3 chip at 233 Mhz or better, ATI Rage Pro II or Techworks 3Dfx 8 Meg video card, 64 mg RAM, 24x CD, 4 gig hard drive, built-in Ethernet, System 8.01 or better, shock-mounted case in a hasp-locked Happ Controls security enclosure, Wells Gardner 27- or 33-inch VGA monitor, security dongle, and PlayPak interface controller and software. For more information, call (888)800-6347 or (215)996-1740; fax (215)996-1839.

Photo Vend offers third Polaroid booth

Photo Vend International (PVI) of Pleasanton, Calif., has introduced its third photo booth using Polaroid professional instant film, *Fotos4Fun,* designed for high-traffic indoor locations.

The unit comes with a high-security cash box, wider backboard, new camera and door, and a finished cover with flashing lights on top. "This new model has strong merchandising appeal to increase the impulse purchase," said PVI's Mark Trotter.

PVI has also relaunched sales of its *Sticker Club* at an all-new everyday low price. "Our open architecture design allows the destination location and/or operator to create their very own graphics with easy installation," added Trotter. "We'll even show them how to do it."

For more information, contact PVI, (510)468-7500; fax (510)468-7511.

Association gala honors themed entertainment

The Themed Entertainment Association (TEA) presented the 1997 awards for outstanding achievements in theme park attractions, retail, and restaurants at the Fourth Annual THEA Awards Gala. The black tie event took place at the Beverly Hills Hotel and was attended by more than 500 guests from all over the world.

Emceeing the evening was the Emmy Award-winning performer and TV host Eric Boardman. The TEA awarded 12 THEAs in eight categories including the presentation of the Lifetime Achievement award to Don Iwerks, founder of Iwerks Entertainment. Award winners were:

Theme Park Attractions—Terminator 2-3D The Battle Across Time at Universal Studios Florida and Villa Volta (haunted mansion) at Efteling, Holland.

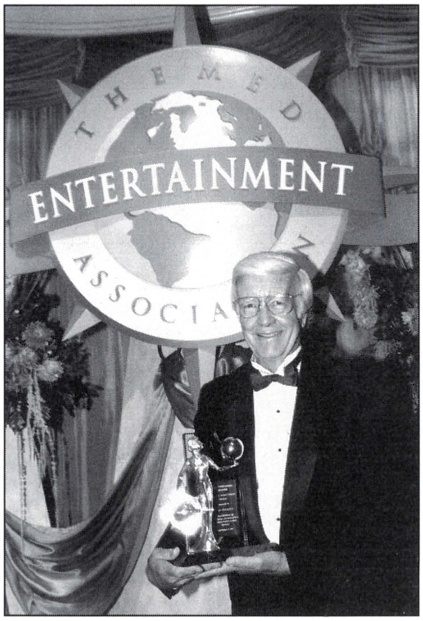
Visitors Centers—Daytona USA at Daytona Speedway, Florida, and Apollo/Saturn V Visitor Center at Kennedy Space Center, Florida.

Themed Retail—Warner Bros. Studio Store Expansion, New York, and Niketown, New York.

Themed Restaurants—Ceasars Magical Empire at Ceasars Palace, Las Vegas.

Excellence on a Limited Budget—Rock 'n' Robin at Cinema World, Kamakura City, Japan, and Dark Castle at Fantasy Pointe, Nasu Highlands, Japan.

The Intergalactic Circus Spectacular at Lotte World, Seoul, Korea, was honored for "Spectaculars," and the THEA Classic Award went to "Pirates of the Caribbean" at Disneyland, Anaheim, Calif.

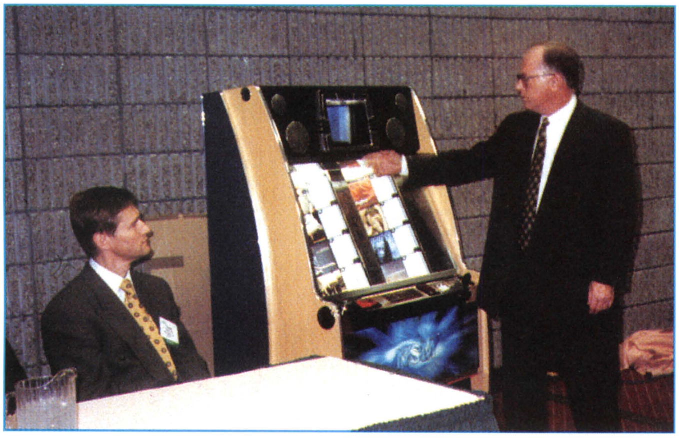


Don Iwerks, recipient of the 1997 THEA Lifetime Achievement award.

Iwerks was honored for his lifetime achievement. His career began with The Walt Disney Co. in 1950, where he headed the Technical Engineering and Manufacturing Division and helped design hundreds of unique films for the Disney theme parks. Disney also enlisted Iwerks' team to create technology for several pavilions at the 1964-65 World's Fair including one which became the prototype for "It's a Small World."

"The 1997 TEA Gala was a tremendous success this year, setting new records for the number of awards given and the wonderful turnout by industry representatives," said Monty Lunde, founder of TEA and president of Technifex. The TEA is a professional trade organization representing over 450 companies that supply specialized services and custom products for themed entertainment venues worldwide.

A real gem



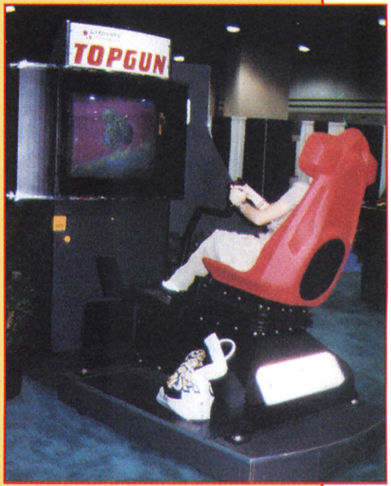
NSM's Bill Ward presents the company's new *Sapphire* jukebox to distributors and members of the trade press at AMOA International Expo. (For more on the jukebox or NSM, see this month's "Cover Story.")

Letovsky presents new motion seat

Letovsky Dynamics has introduced its Road Rockets motion seat which can operate any arcade or PC driving game through its joystick and trigger inputs. Optional force-feedback steering and a reactive seat are also available.

The seat can adapt to any standard game cabinet, and the Tower version holds monitors from 25 to 33 inches wide and has ample room under the hood for electronic and peripheral retrofits.

Letovsky's Tru Move System provide 45 degrees of side-to-side motion without motors, hydraulics, or air compressors. For more information, call (707)459-9445; fax (707)459-9450.



Letovsky Dynamics' Road Rockets motion seat can operate any arcade or PC driving game

AMOA elects board members and officers

At its annual business meeting held at AMOA Expo in Atlanta, the Amusement and Music Operators elected 10 new members to sit on its board of directors. The board also announced the appointment of its three newest vice presidents.

New vice presidents are Glenn Anderson of Microworlds Inc. in Aiea, Hawaii; Rich Holley of Southeast Game Brokers Inc. in Tampa, Fla.; and Dan Sunday of Alpine Vending & Video in Vail, Colo.

Newly appointed board members include:

Howard Cole of Cole Vending Co. in North Carolina
Scott Crawford of American Vending in Georgia
Linda Fernandez of 50th State Coin-Op in Hawaii
Bobby Hogan of Hogan Music in Tennessee
Theodore Lee Jenkins of Jenkins Music in Wyoming
Ken Price of Welch Music Co. in West Virginia
Steven Segel of Powerplay Cool World in North Carolina
Ray Shroyer of Metro Amusements in Illinois
Steve Toranto of Birmingham Vending in Alabama
Greg Young of Town & Country Amusements in Louisiana

Nightclub & Bar show set for January in Las Vegas

Owners and operators of nightclubs, bars, pubs, restaurants, casinos, and alcohol beverage retailers will gather next month in the city of sin for the largest hospitality and beverage event of the year, the 23rd International Nightclub & Bar Convention and Trade Show and the 2nd National Beer, Wine, and Spirits Beverage Retailer Convention and Trade Show.

As at past Nightclub and Bar shows, a number of coin-op companies will exhibit their latest games and several seminars will address industry issues for attendees. *DJ Times* is also lending its efforts for a focus on lighting and sound as part of the DJ Times West exhibit.

The energy between the two shows, first held together this year in Orlando, is expected to draw an estimated 9,500 attendees. "These two shows coupled with our focus on lighting and sound and the involvement of *DJ Times Magazine* will bring this segment of the industry together," said show organizer Ed Meek. "With the National Association of Beverage Retailers and the National Licensed Beverage Association also holding their annual conventions in conjunction with the trade show for the first time, this year's show promises a log of exciting additions."

For more information, contact Kevin Seddon, (800)247-3881.

Leo Daniels, Twin Galaxies' world record holder on San Francisco Rush and Asteroids among other games, accepts bet winnings from Steve Koenigsberg of State Sales and Service at AMOA International Expo '97. Koenigsberg, shown conceding for the cameras, sent up the white flag too soon. He ultimately prevailed over Daniels!

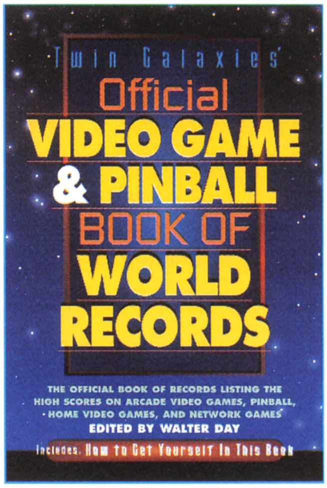
Official video and pinball records book published

The recently published "Twin Galaxies' Official Video Game and Pinball Book of World Records" (Sunstar Publishing, $16.95), edited by Walter Day, provides the world, once and for all, with a way to settle arguments or scores when it comes to arcade and home video games as well as pinball and network competitions.

Day runs the Twin Galaxies Intergalactic Scoreboard headquartered in Fairfield, Iowa. In addition to detailing current high scores on particular games, the book establishes rules and standardized tournament settings on each title.

In addition, the book organizes video game and pinball playing into a sport with a tradition of contests, statistics, world records, and star players; coordinates a nationwide schedule of tournaments that players can compete in to gain entrance into this record book; and brings credit to thousands of youth around the world. Along with arcade games, the book covers scores for arcade game emulators, home computer games, and home game console systems, as well as a special bonus section entitled "The Golden Age of Video Game Arcades (How Twin Galaxies Became the Official Scorekeeper)."

For more information, contact Sunstar Publishing, 116 North Court St., Fairfield, Iowa, 52556; Web site (http://www.newagepage.com).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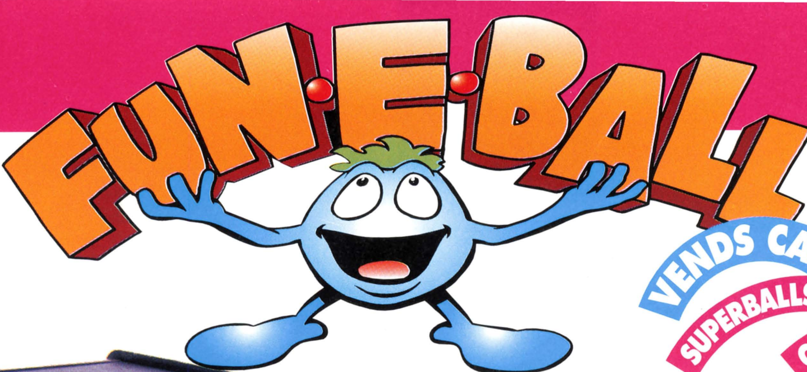
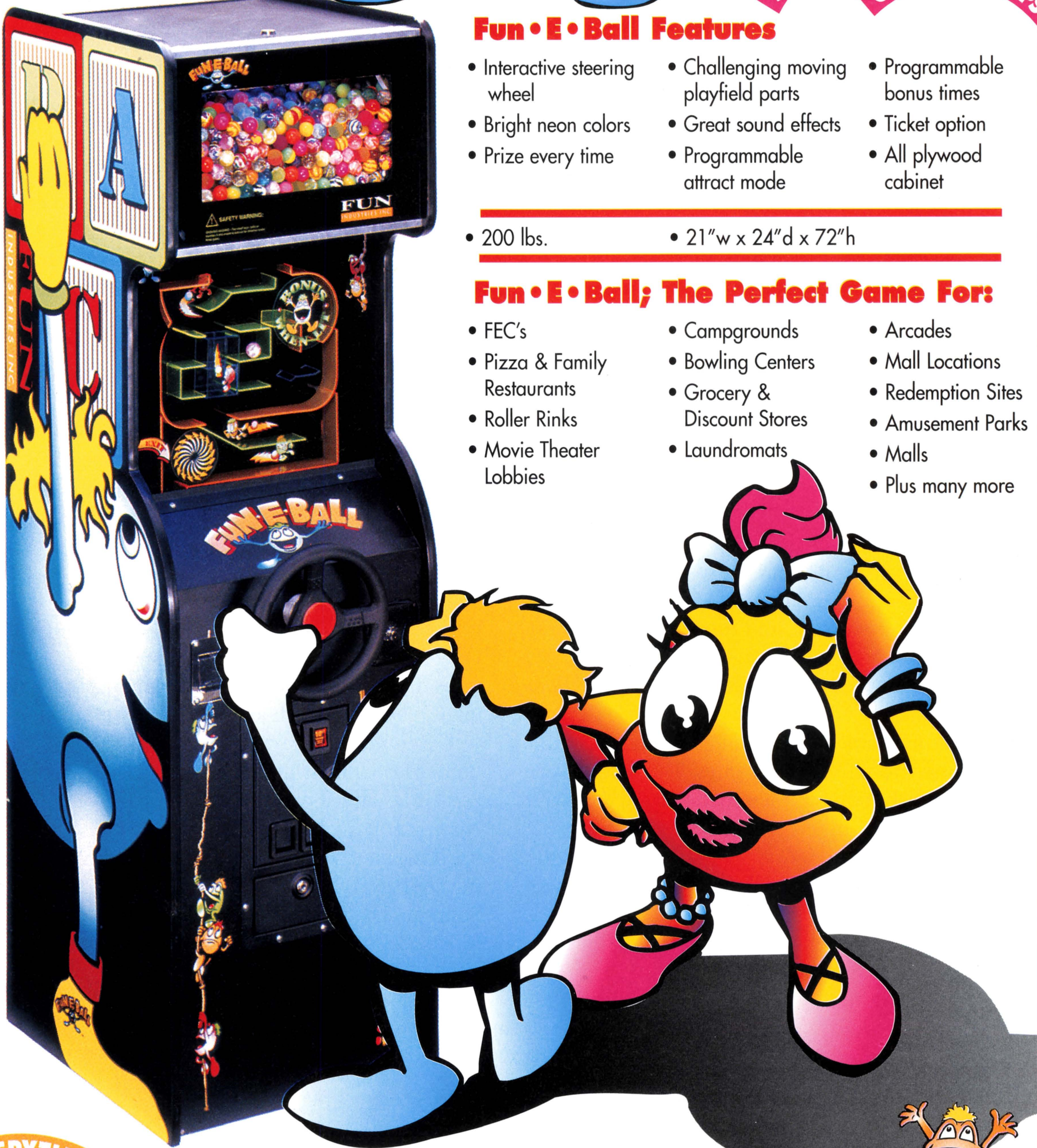
Twin Galaxies' Official Video Game & Pinball Book of World Records

FUN-E-BALL



VENDS CANDY, SUPERBALLS, GUMBALLS, CAPSULES



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- Interactive steering wheel
- Bright neon colors
- Prize every time
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- Programmable bonus times
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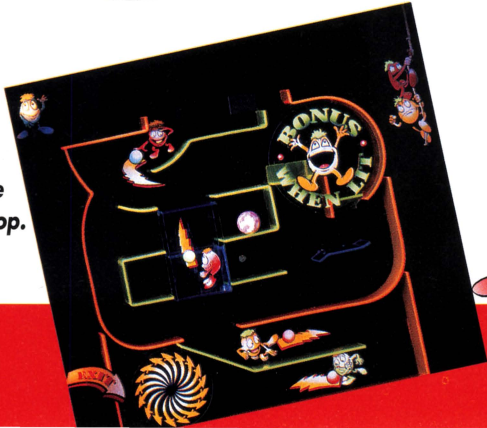
- Plus many more

WINNER EVERYTIME

Watch the kids drive their prize through the colorful neon playfield. To get the "added bonus", steer to the elevator and ride it to the top. Winner everytime.



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Namco premieres deluxe video games

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Left :
Motocross Go

Below right:
Rapid River

Namco recently unveiled its two newest deluxe video game offerings, *Motocross Go*, a one player competitive motorcross racing simulator; and *Rapid River*, the latest addition to its series of high-tech/high-touch simulators. *Motocross Go* was scheduled for release this month, while *Rapid River* will ship in January.

Motocross Go is available in two configurations and can be linked to as many as three other games. The deluxe version features a 50-inch monitor, pneumatic bike frame with feedback, and a separate audio channel with a gas tank-mounted speaker for realistic sound. The standard configuration has a 27-inch monitor. Both feature left/right leaning and handlebars with feedback, a twist throttle and squeeze brake controls, and an adjustable viewpoint button for first- or third-person perspectives.

Jumps are a big factor in this type of racing, and players have numerous occasions to perform and perfect their jumping abilities. If done precisely, players may pass their rivals while flying over a hill. Cornering is another skill necessary to win, and the feedback on this deluxe game provides the player the same type of resistance they would feel if on an actual dirt bike. There are several cornering techniques—counter steering, sliding, and how much and when to lean the bike—that must be mastered to win the race.

The race course starts in a city, then takes the rider through a dry desert area up to the highlands where they turn around and take the same course back to the finish line. Players choose from three tracks—novice, intermediate, and advanced—and must reach certain checkpoints within the allotted time to continue and cross the finish line.

Rapid River, a white water adventure for players of all ages, is equipped with a 50-inch screen, raft-like seat, intuitive paddle controls, and a viewpoint button for first- or third-person perspectives.

The game can be played by one or two players, and the goal is to reach the end of one of three different routes. A multi-branching course provides different routes for depth and variety. Each branch is themed differently. For instance, the Grand Canyon is a fast-paced white water river, while the Jurassic Period features dinosaurs of all shapes and sizes. Another branch takes players through ancient Egypt on the moonlit Nile.

Combining the various routes at different times allows for numerous white water adventures. The courses feature secret codes and shortcuts and dramatic bonus endings. *Rapid River's* motion seat adds to the realism as players are tossed up/down, left/right, and forward/backward depending on the course. For more information, contact Namco, 877 Supreme Dr., Bensenville, IL 60106; (630)238-2248; fax (630)238-9333.

BUY YOUR HESCH RAFFLE TICKETS HERE
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AT THE FOLLOWING TIMES:
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1100
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APPLICA

Hesch drawing

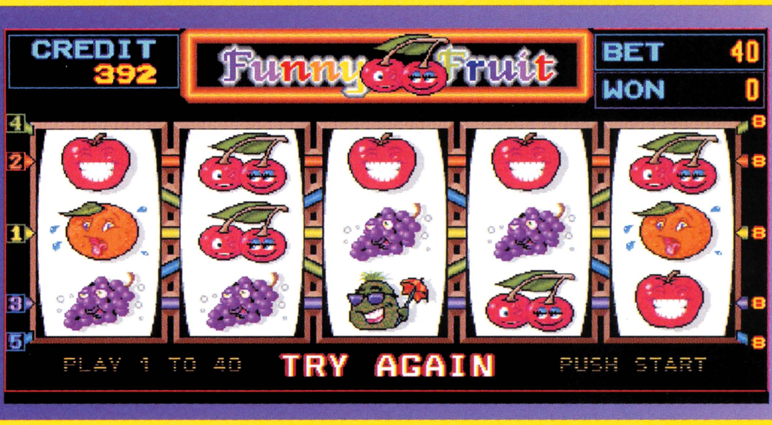
Ray Bynum (l) of Bunky the Jukebox Man in Jacksonville, N.C., draws winners at the Hesch Scholarship drawing during AMOA International Expo '97. Chris Warren (c) of Capital Music in Helena, Mt., reads the names while AMOA staff member Jennifer Buelow keeps track of the winners.

Redemption "The Right Way" for AL, AR, FL, GA, NC, & TX

NEW GAMES FROM CADILLAC JACK

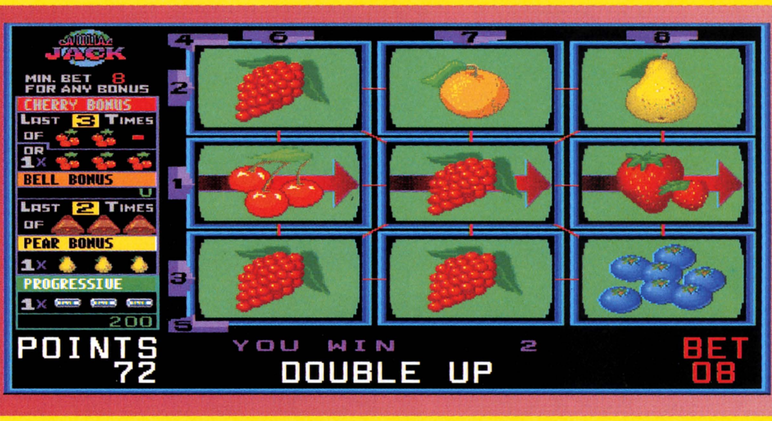
FUNNY FRUIT

- Hot new game!
- 5 ways for players to win
- Progressive Jackpot
- Exciting Bonus Round
- Easy to use on screen menus


CREDIT
392
Funny Fruit
BET 40
WON 0
4
2
1
3
5
8
8
8
8
8
PLAY 1 TO 40
TRY AGAIN
PUSH START

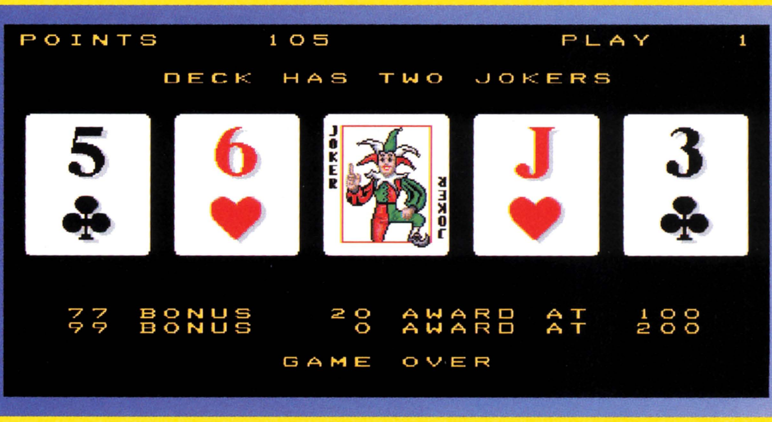
TRIPLE PLAY

- Players choose which game they play
- Three choices... Fruits, Animals, or Texas symbols
- Great bonuses and progressive jackpot


CADILLAC JACK
MIN. BET 8
FOR ANY BONUS
CHERRY BONUS
LAST 3 TIMES
OF
OR
1x
BELL BONUS
U
LAST 2 TIMES
OF
PEAR BONUS
1x
PROGRESSIUE
1x
200
POINTS
72
4
6
7
8
2
1
3
5
YOU WIN 2
DOUBLE UP
BET
08

SUPER 97

- Awesome Poker game
- Raise feature
- 7's and 9's bonus
- Players choose from 4 types of cards
- Fully operator adjustable


POINTS 105
PLAY 1
DECK HAS TWO JOKERS
5
6
JOKER
J
3
77 BONUS
99 BONUS
20 AWARD AT 100
0 AWARD AT 200
GAME OVER

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Have You HEARD?

☛ Creative Works Inc. (CWI) recently announced the company's expansion into its new 9,000-square-foot design studio and production warehouse. CWI produces themed designs and effects for laser tag facilities, family entertainment centers, and video arcades. For more information, call (317)834-4770; fax (317)834-4771; e-mail (jschilling@sprynet.com).

☛ The fourth annual U.S. Amateur Championship hosted by the American Poolplayers Association took place Nov. 8-9 at the Las Vegas Cue Club. The double elimination tournament featured a combination of 8-Ball and 9-Ball competition.

☛ The Amusement & Music Operators Wayne E. Hesch Scholarship Fund is expected to reach $1 million.

☛ Jeepers! in Livonia, Mich., opened its doors at the end of October for a Preview Party benefiting Children's Hospital of Michigan. The event featured free rides and Pizza Hut pizza from the Tiny Rhino Diner.

☛ Q-Entertainment Inc. has broken off ongoing negotiations with The Grande Holdings Limited, although it continues to discuss an equity investment by Zap Create Inc.

☛ *Tournament Solitaire* has been released as an online gaming experience (http://www.tournamentgames.com). Play is reportedly free with $100 going to the player with the high score of the week.

☛ Midway Games' first quarter 1998 fiscal revenues were up 12-1/2 percent from the first quarter of the previous year, and net income increased more than 19 percent with home game revenues down. Coin-op video game revenue was up by 87 percent.

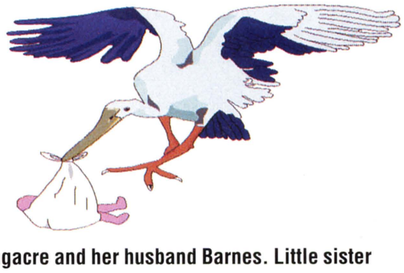
☛ Disney is planning to bridge the gap between its youth-oriented theme parks and adult-oriented Pleasure Island with DisneyQuest, a next-generation arcade set to open at Downtown Disney, according to Florida Amuse News.

☛ Play-By-Play Toys & Novelties has filed a registration statement with the Securities and Exchange Commission for a proposed public offering of up to 3.2 million shares of common stock.

☛ Champions Amusement Centers of Conshohocken, Pa., closed the doors on its stores in late October after filing bankruptcy. Six stores in three states were affected. A spokesman for Champions said the move was the result of "reduced revenues, high occupancy costs, and recalcitrant landlords."

☛ Ascension Productions debuted a new laser tag system during the fall trade show season that utilized the latest in radio frequency. For more, see next month's IAAPA coverage.

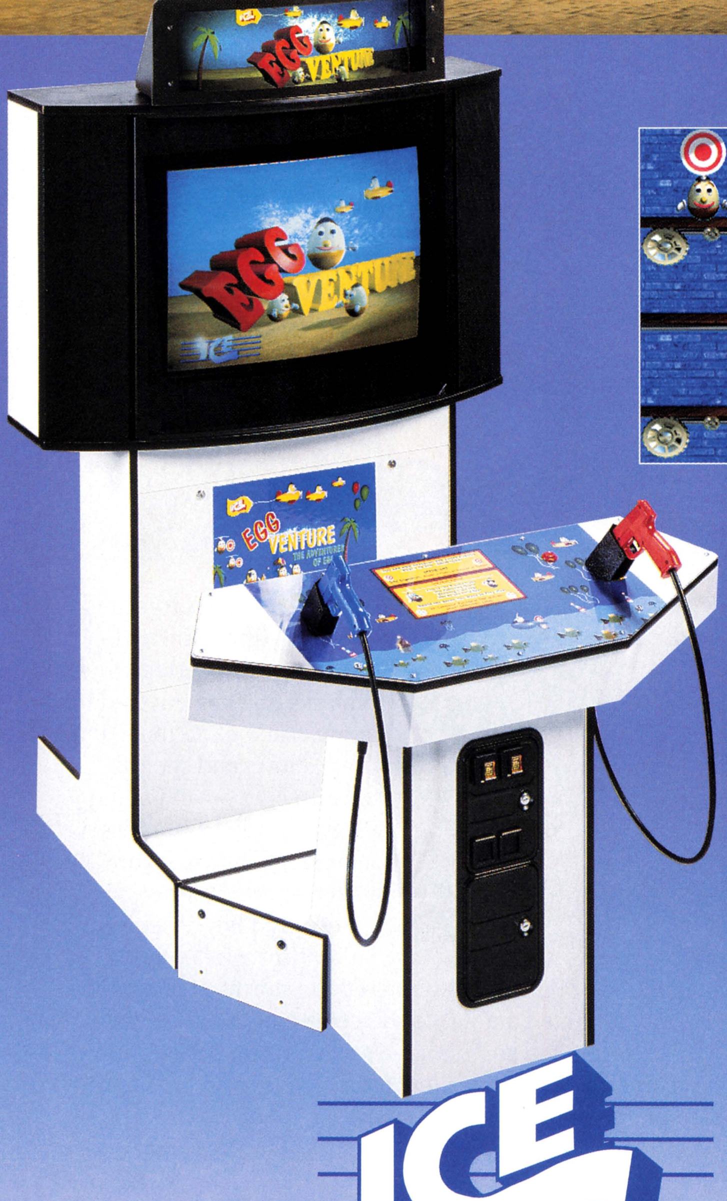
New arrival

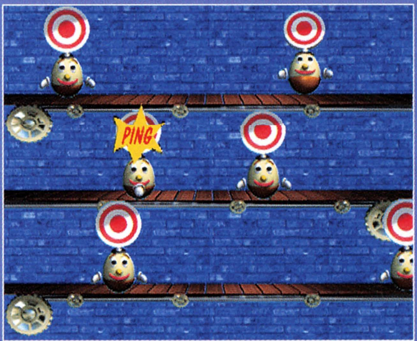


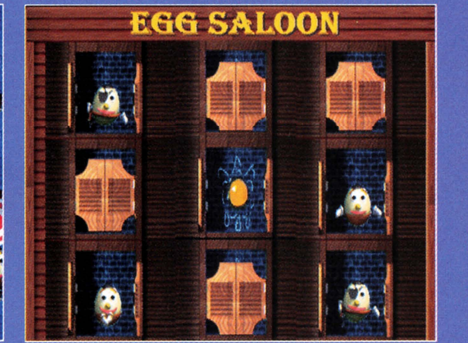
Little Jessica Longacre came into the world Nov. 2 weighing 6 lbs., 7 oz. and measuring 19 inches long, much to the delight of her parents—Play Meter president Carol Ann Longacre and her husband Barnes. Little sister Kristen Claire brought baby pictures to her second grade class the next day. Congratulations Carol Ann and Barnes! ▲

It's a Girl!

The world is
EGG-STATIC
over
EGG VENTURE


EGG VENTURE
ICE
EGG VENTURE
THE ADVENTURES OF EGG





This **1-2 player competitive shooting game** has ***EGG*cellent DEPTH**...38 different scenes that challenge the player to make it to ***EGG*SPERT LEVEL!**

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PUBLISHER'S
MESSAGE

TWO
Special Anniversaries

Top photo: At a staff meeting in early 1985, Carol (c), and Valerie (r), and co-workers plan upcoming issues.

Right photo: Valerie with Chuck Arnold during ACME '93. Chuck was the subject of her first interview.

Play Meter came on the coin-op scene 23 years ago as the true voice of the operating community. The staff was small at the start, but after its third year it began assembling a dedicated group that would take the magazine through what would be known as the video boom years.

We all did a little bit of everything in the late '70s in the days of *Airborne Avenger, Eight Ball, Sea Wolf II,* and *Space Invaders.* One member of that group was a young go-getter who worked in circulation, keeping track of subscribers on what I recall was a really primitive index card system.

As we embark on our 24th year in print, Play Meter is marking another significant anniversary as well. I can't believe it was 20 years ago that now-editor Valerie Cognevich crossed the threshold as a newcomer in the rapidly developing entertainment world and jumped in with both feet, working in every area from circulation to classified advertising and later taking on editorial duties. She still fondly remembers her first interview with Chuck Arnold.

Through the years, as she established solid relationships with operators, manufacturers, distributors, and suppliers, the industry became an extended family for Valerie. She has traveled to a multitude of national and state shows and special events, always with an unflagging enthusiasm. Everyone in the industry knows and respects Valerie.

She and I have seen each other through family tragedies on both sides, weathered the storms of changing business climates, and faced the onslaught of new technology. Please join me and her co-workers in congratulating Valerie on a career that has made a well-deserved big impression on the industry we all love. ▲

Carol Lally
Publisher

Press Release

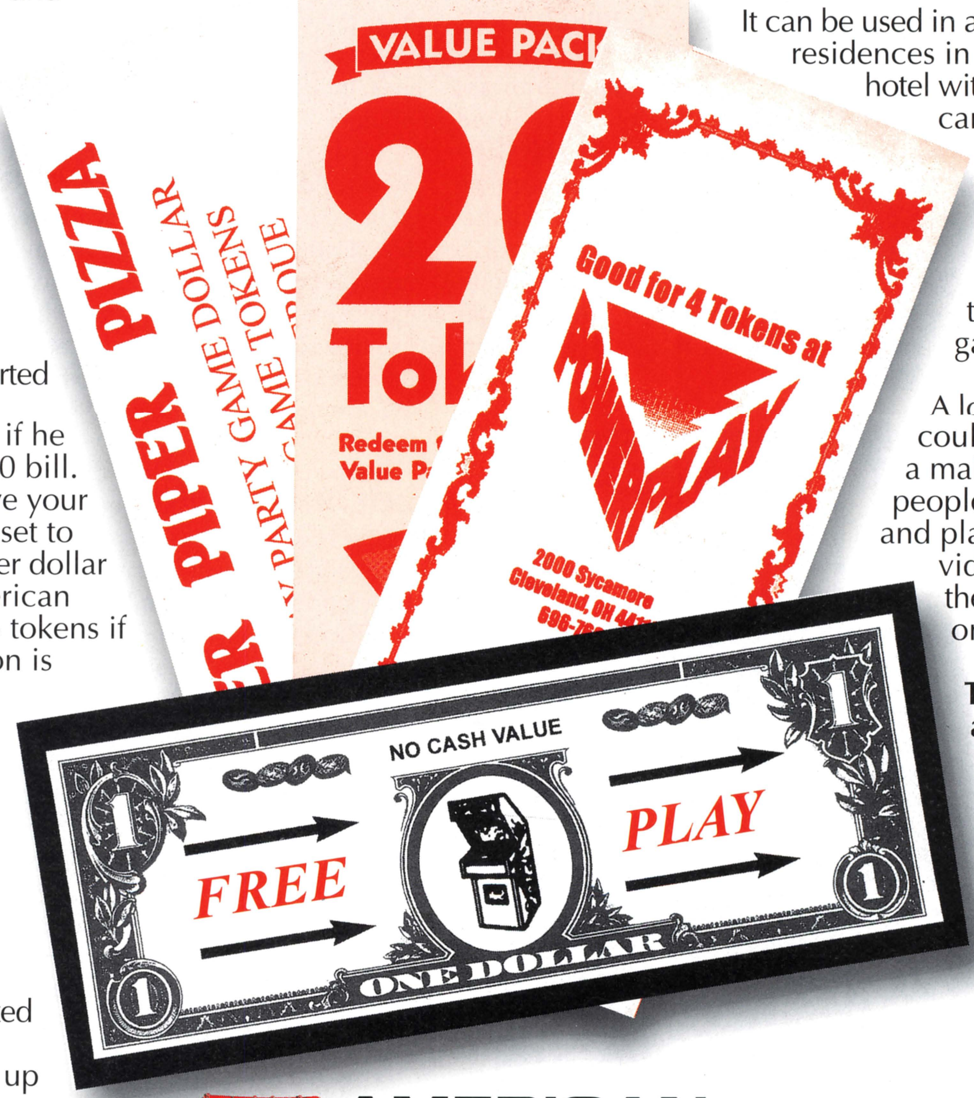
American Changer introduces it's FREE PLAY coupon.

A promotional tool with applications for everything from the largest F.E.C. to small game rooms at the local hotel.

You can now set your American Changer to accept your personalized **FREE-PLAY** coupon and give out the same number of tokens as if the customer would have inserted a $1.00 bill.

If you are giving 4 tokens per dollar, when your personalized **FREE-PLAY** coupon is inserted your customer will recieve 4 tokens as if he had inserted a $1.00 bill. Likewise if you have your American Changer set to dispense 6 tokens per dollar accepted your American Changer will give 6 tokens if a **FREE-PLAY** coupon is inserted.

For those large F.E.C. with special promotions you can have a dedicated American Changer that accepts **FREE-PLAY** coupons only and for every **FREE-PLAY** coupon accepted you can preset the changer to give out up to 31 tokens.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Redeem
Value P
Good for 4 Tokens at
POWERPLAY
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NO CASH VALUE
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PLAY
ONE DOLLAR
1

What a great promotional tool.

If you have a large group coming in for a birthday party you can give them one or two **FREE-PLAY** coupons as part of the promotional package to get them started.

It can be used in a mailer to local residences in your area. A hotel with a game room can give one free play coupon to every child in the family as an incentive to get them to the game room.

A local pizza shop could use them in a mailer to get people to come in and play one of the video games as they wait for their order.

The possibilities are endless...

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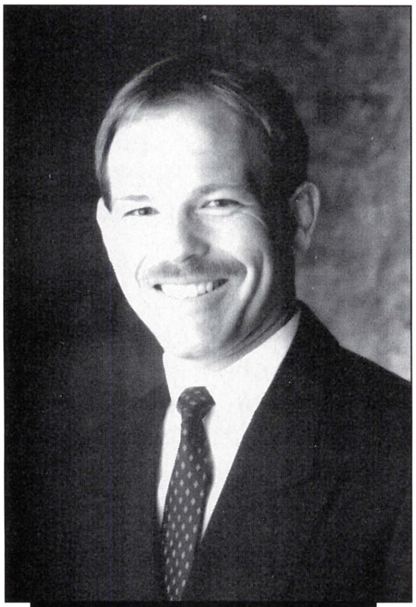
WHO'S NEWS

Asahi Seiko USA, one of the leading coin handling equipment manufacturers, has named **ROY REINDL** as general manager. Reindl, who was formerly general/branch manager with ACCUTECH (a division of B & G Mfg. Co.) has over 30 years of experience in executive positions in a number of industries including medical devices, computers, and aerospace. He can be reached at Asahi Seiko's Las Vegas, Nev., headquarters, (702)260-6666 or (800)859-5353; fax (702)260-6486.


MICHAEL CONNELLY

Deutsche Financial Services has promoted **MICHAEL CONNELLY** to manager of business development in the company's special products division. Connelly was previously a regional sales manager in the technology division. DFS provides financing and servicing programs for product distribution and sales and has clients in retail and commercial financing as well as the coin-op industry. Among the coin-op firms served by DFS are Automatic Products, Capcom, Coin Acceptors, I.C.E., Incredible Technologies, Konami, Lazer-Tron, Mars, Merit, Micro, Namco, NSM, Polyvend, Rowe, Sega, Sega Pinball, Smart, and SNK. Connelly can be reached at the DFS Altanta office, (800)825-9300.

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JOHN D. HAYS, one of the founders of Ithaca Peripherals, has retired after 14 years of active involvement in the company's operations. He and Scott Kumpf started the company in October 1983 to develop, design, and market stand-alone point-of-sale receipt printers. The company grew over the years, was acquired by Tridex Corp. in 1990 and was moved to another parent company, TransAct Technologies, in 1996. Ithaca is known for its Technology impact printers.

Hydraulic lift gate manufacturer Tommy Gate Co. has named **KEVIN FIDDES** and **BRUCE THOMSON** as new Midwest sales representatives. Fiddes will handle Illinois, Iowa, Minnesota, Missouri, and Wisconsin. He was formerly a territory manager for Ecolab Inc. for seven years. Thomson will handle Indiana, Michigan, and Ohio. He has extensive knowledge of the Great Lakes region and has been in sales for 13 years. They can be reached at the company's Woodbine, Iowa, office: (712)647-2050; fax (712)647-2417.

Partstar has added two new members to its sales staff: **JOE KARLOWICZ** and **JUDY PITT**. Karlowicz, formerly of Wico, has 11 years of experience in the amusement and gaming industries. He will serve the Nevada area with a primary focus on his home territory of Reno. Pitt is also an experienced and welcome addition to the growing sales team. To reach Karlowicz or Pitt, call (800)603-6222; fax (847)359-0844.

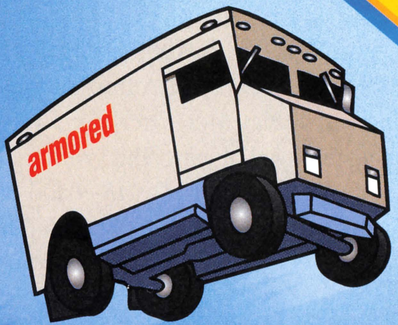
Evans & Sutherland Computer Corp. has created two new positions in its Entertainment & Education Division, appointing **CLIFFORD HAY** to director of entertainment and **RICK HINTON** to creative director.

Hay will be in charge of the evaluation, development, and sale of new products and systems. His nearly 36-year career includes time at Universal Studios Florida and a recent post as director of rides and attractions for Circus Circus Enterprises in Las Vegas with responsibility for all aspects of family entertainment at the Luxor, Grand Slam Canyon at Circus Circus, and the Monte Carlo.

Hinton will be in charge of internal and external resources to define and create program content for new products and systems. He is an award-winning producer of themed attractions with over 16 years of experience. Evans & Sutherland develops and manufactures hardware and software for realistic visual systems that produce vivid 3D graphics and synthetic environments, such as the Virtual-Glider and CyberFighter arcade attractions. ▲

TWISTER

Highest Earning Game We've Ever Produced!



These Earnings Will Blow You Away!

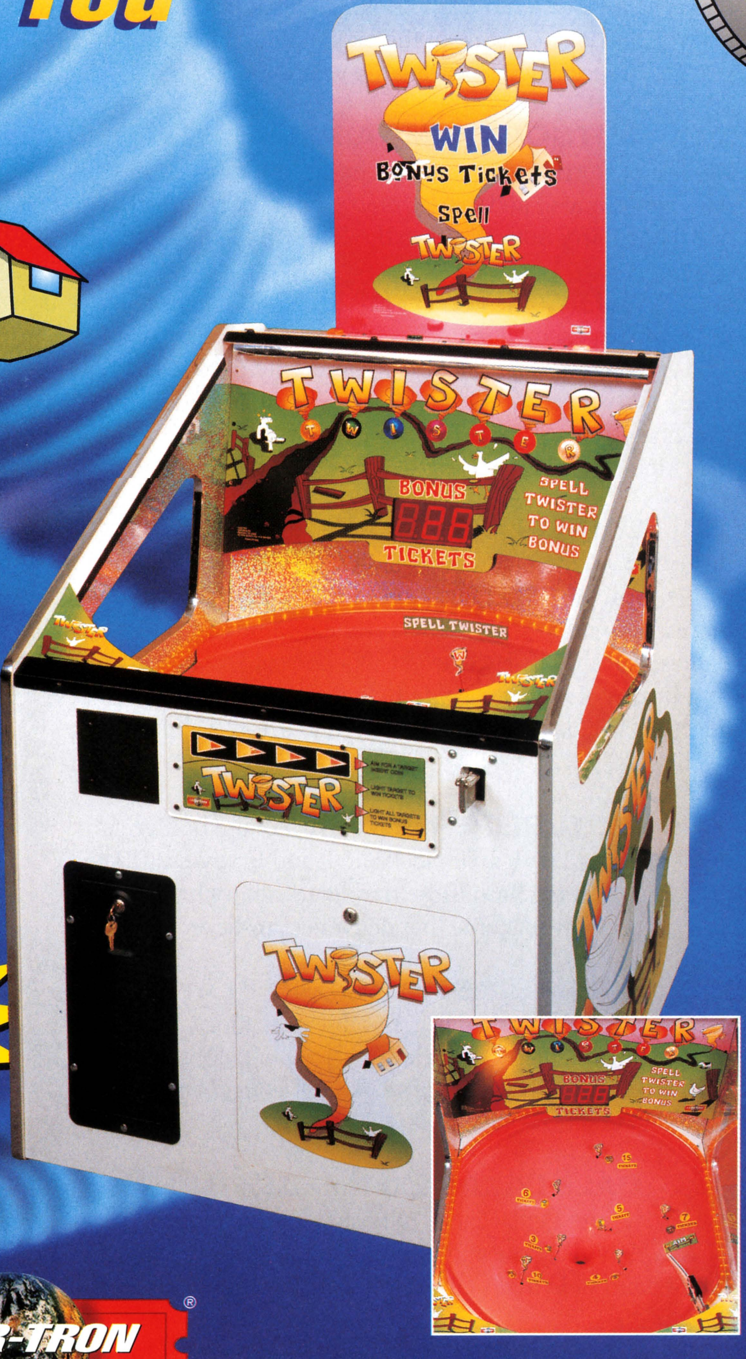
Twister is the slowest big money game in the industry. Players aim the coin shooter to get the coin rolling on the right path to hit each of the seven targets. Players watch as their coins roll round and round the funnel downward towards one of the seven targets. Each target has a different ticket value. Coins often stay in play for over 20 seconds in this twisting coin action game.

Progressive Jackpots:
If the player hits all 7 targets they win the Progressive Jackpot. They don't have to be the best player to win, they just have to play enough coins.

Features:

- Superior earnings
- Size, 32.5 W" x 37.5 D" x 45" T
- Wt. 200 lbs.
- U.L., C.E. and F.C.C. certified
- Progressive jackpot
- Completely adjustable
- 1 year warranty
- Patents applied for

1 Year Warranty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BEYOND THE PLAYFIELD

1, 2 -- **WHAT GAMES DID THE REAL EXPERTS** pick at AMOA International Expo '97? In keeping with a Play Meter tradition, we asked youngsters what they enjoyed playing. Big brother Tony Emerson of Tucker, Ga., liked Midway's *MK-4* and *NFL Blitz*, and the stamp and sticker machines; Alex liked Jaleco's *Arm Wrestling Challenger II* and Angel Studios' *T-Rex.*

3 -- **INCOMING AMOA PRESIDENT** Don Hesch of A.H. Entertainers in Rolling Meadows, Ill., and his wife Sue take a break on the exhibit floor. Hesch pledges his accessibility during the year ahead.

4 -- **OUTGOING AMOA PRESIDENT** Jerry Derrick of Derrick Music Co. in Charleston, W.Va., brought daughters Amy (l) and Jene to enjoy the show and the city of Atlanta. Jerry now moves to the Past Presidents' Council.

5 -- **NOT ONE BUT THREE** New Orleans colleges are represented in these alumni, (l-r): Ron Kogos, advertising director for Play Meter (University of New Orleans), Gary Stern, president of Sega Pinball (Tulane University), and Steve White, special projects editor for Play Meter (Loyola University of the South).

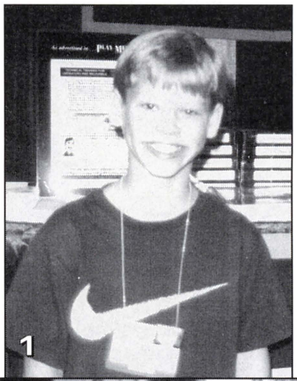
6 -- **LADIES' NIGHT OUT:** Now a tradition, industry women enjoy an evening of socializing and trading stories away from the convention floor. On their way to dinner they stopped to talk with Emilio Cabrera of Namco. Ladies, (back row, l-r): Sharon Culpepper of Disneyworld, Lisa Basten of Bay Tek, Rorie Keller of Sureshot Redemption, Sue Monday of Spirit Designs, and (front) Valerie Bechtold of JVL.

7 -- **PICTURE PERFECT!** Two of the best grins in the business: SNK's Tim Jackson (l) and Brady Distributing's Jon W. Brady flash those trademark smiles by SNK's *Neo Print* sticker machine that delivers ministickers.

8 -- **ENTHUSIASTIC YOUNG PLAYERS** pause for a photo at the I.C.E. booth where they enjoyed playing all the games. From left: Jessica Benk, Ryan Benk, and Jared Dieth (whose favorite game was *EggVenture* by Acclaim and I.C.E.).

9 -- **DALE LAZAR** of H. Lazar & Son in Pittsburgh, Pa., and Lynn Magid go formal for the annual AMOA Awards Show and Banquet that featured a night full of danceable tunes culled from the last four decades.

10 -- **AT THE RECEPTION** for incoming AMOA president Don Hesch sponsored by AMOA and ICMOA,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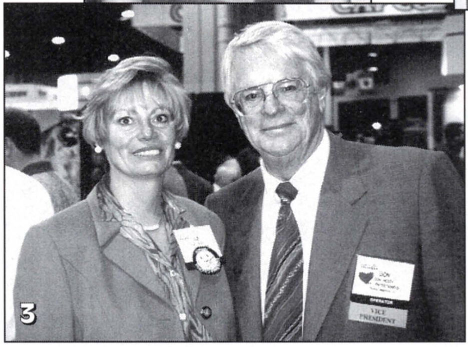
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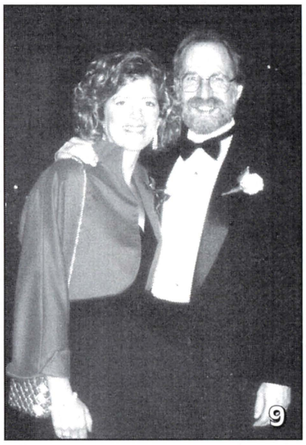
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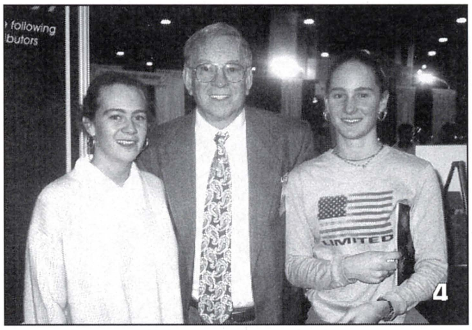
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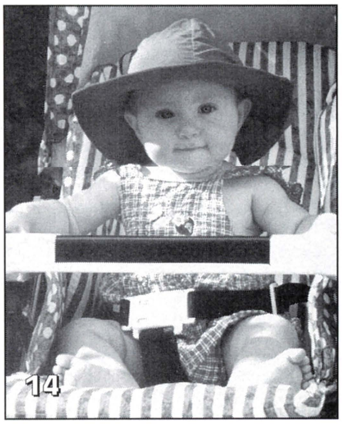
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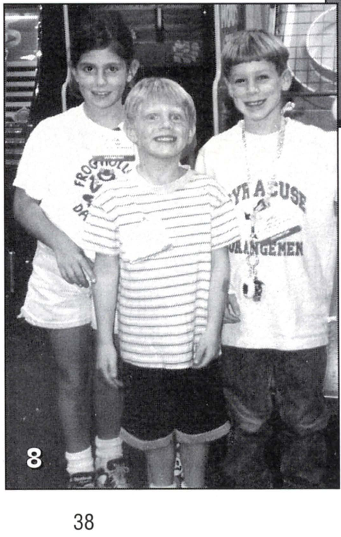
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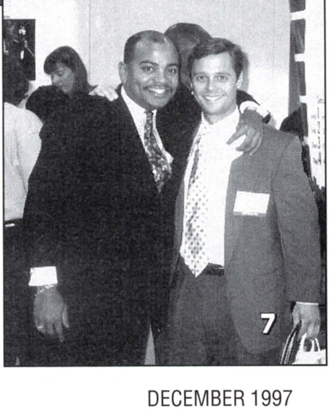
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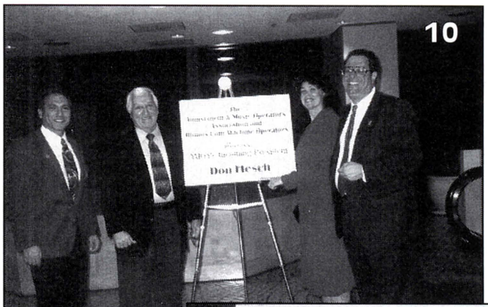

(l-r): Jim Pietrangelo and Bob Nims of A.M.A. Distributors and Marilyn and Joel Friedman of Rowe International.

11 -- AAMA JUST GREW: 50th State Coin-Op became the newest association member during AMOA Expo '97. From left: Warren Asing of 50th State, Mike Rudowicz of Konami (president of AAMA), and Linda Fernandez and Steven Lau of 50th State.

12 -- ADMIRING THE NEW SAPPHIRE from NSM, (l-r): Steve White of Play Meter; Wilhelm Menke, one of the founders of NSM; and Boerge Heidersberger of NSM.

13 -- IT'S A SMALL WORLD AFTER ALL! Finding out they have mutual friends in the Washington, D.C. area, (l-r): Lisa Skeens and Joan Frye of Coastal Vending, Ron Carrara of Lazer-Tron, and Mark Balint of Coastal Vending at AMOA Expo '97.

14 -- IT MAY BE COLD in some places but 11-month-old Amy Nicole Brown is basking in the San Diego, Calif., sun. Amy is the daughter of Worldwide Video's Brad Brown and his wife Lisa.

15, 16, 17 --WELCOME TO YOUTH PART 2: Industry friends gathered at the Play Meter booth during AMOA to surprise Frank Ballouz on his 50th birthday. Frank cuts the cake brought by Andrew Prell of Agora Interactive, (15) Frank and longtime Nintendo alum Al Stone of Sega GameWorks, (16) Frank congratulated by the Bettelman family of C.A. Robinson, (17) ▲

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INTERNATIONAL SCENE

LIW ATTRACTS RECORD AUDIENCE

The recent 9th International Leisure Industry Week attracted a record audited gross audience of 23,344, according to show organizers at Independent Exhibitions Ltd. A total of 600 exhibitors displayed products and services in the following categories: Attractions and Amusements; Catering; Children's Management and Play; Entertainments; Fitness; Health, Beauty, and Relaxation; Leisure Facilities Management; Sport; and Water Recreation.

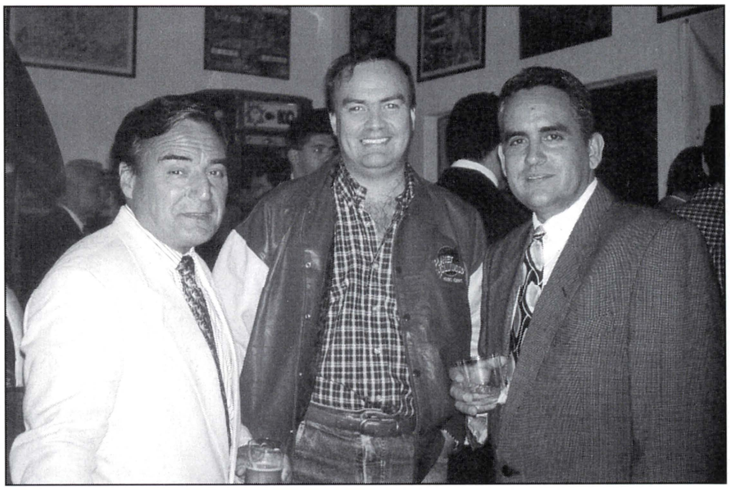
LIW featured high-level seminars, hands-on demonstrations, advice clinics, celebrity appearances, working lunches, press conferences, and social gatherings. Of particular note were The U.S. Pavilion of American-based suppliers to the amusement and theme park market; The Funway miniature urban entertainment center; The Great Outdoors working small scale theme park with children's rides; and The International Rides Gallery with the world's best theme park rides.

It was also the occasion to announce ground-breaking plans for major expansion at next year's event (Oct. 6-8) to target three major spheres of influence: Parks and Attractions; Fitness, Health, and Sport; and Leisure Hospitality.

LIW show director Angele Snape explained: "Our objective has been to give each leisure market sector everything it needs at LIW, be they fitness clubs, theme parks, local authority leisure, or the hospitality sector. Furthermore, LIW has to serve the ground that's common to all leisure businesses. Everything from food and drink to themed environments, facilities, and finances." For more details on LIW '98, call +44 (0)1932-564455; fax +44 (0)1932-560009.

ANDREU INTERNATIONAL HOSTS PARTIES IN BRAZIL

Andreu International Inc. joined with JVL/Cash Code and NSM to host recent gatherings in Rio De Janeiro and Sao Paulo, Brazil, to feature JVL and Merit countertops and the Cash Code Brazilian bill acceptor in the NSM *Digital*



Jorge Alvarez (l) of Arte-Som in Campinas, Brazil, joins Carlos de Lima (c) of Rowe Brazil; and Aldo Andreu of Andreu International.

From left: Roberto Flores and Steve Kinder of Cash Code, Dave Drouillard of NSM, and Aldo Andreu of Andreu International by the *Digital Thunder* jukebox from NSM.

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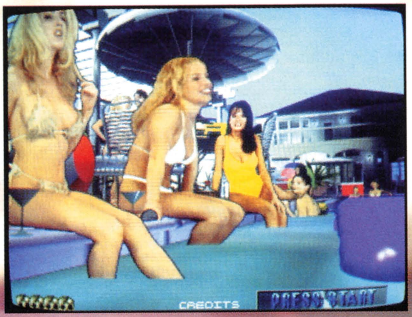

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INTERNATIONAL CALENDAR

December 9-12
ForainExpo Lyon '97, Eurexpo Lyon, France. Call 33-1-47-56-21-08; fax 33-1-47-56-21-10/20.

December 17-20
Amuse World '97, KOEX, Korean Exhibition Centre, Soeul, Korea. Call +82 2 551 1126; fax +82 2 551 1311.

January 22-25 1998
Interschau '98, Nurnberg, Germany. Fax Concord Expo Group (508)371-7121, or call +49 911 86060; fax +49 911 860228.

January 27-29
ATEI '98, Earls Court 1, London, England. Call +44 171 713 0302; fax +44 171 713 0446.

March 11-12
India Amusement Expo, Taj Palace Hotel, New Delhi. Contact W.T. Glasgow Inc. Call (703)333-9292; fax (708)333-4086.

June 18-20
Expo-Diversiones '98, Guadalajara, Jalisco, Mexico. Call (3)614-3015; fax (3)615-1483.

July 27-30
China Amusement Expo, Beijing, PRC. Call (852) 2865-2633; fax (852) 2866-1770.

Thunder jukebox. Jukebox sales in South America have opened a door of opportunity for adult countertop bar games.

TWO SHOWS PLANNED FOR CHINA

Business & Industrial Trade Fair Ltd., is organizing both the China Amusement Expo '98 in Beijing July 27-30, 1998, and the Water Amusement Expo '98 at the Xinghai Convention Centre in Dalian Oct. 13-16, 1998.

WAE is the first exhibition responding to the exploding development of water amusement activities in Northeast China. Among the products highlighted will be water rides, coasters, and playgrounds, as well as ticketing systems and project management and design. Water parks opened recently in Beijing, Shanghai, and Guangdong.

The host city of Dalian is one of the most promising locations on the Northeast China coast. The largest province in North China, with a population of over 1.8 million, Dalian hosts over 10 million tourists yearly. Show organizers say the city has gained an annual economic growth of 16 percent in the last five years. Along with the economic boom has come further development of the leisure industry. The blossoming tourist industry calls for an additional supply of modern amusement facilities in shopping arcades and hotels.

For more information on both shows, call (852)2865-2633; fax (852)2866-1770.

MODERN PRODUCTS SHIPS STING RIDE

United Kingdom manufacturer and marketer Modern Products has shipped a Sting ride to Kuwait for installation in the Kids Village Park. The 36-seat family thrill ride with Trabant-style motion operates to a height of five meters and has been specially themed for Kids Village.

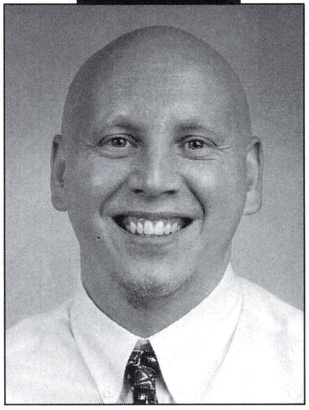
Commented Peter Rooke, managing director of Modern Products: "This particular order was the culmination of some good work by the team, and the ride itself represents further development of our Adults Too range of rides designed to meet the requirements of the whole family."

PLANS FOR NEW AUSTRALIAN ASSOCIATION FALTER

The National Amusement Machine Operators Association Ltd. announced that plans for a new association, the Australian Amusement Industry Association, have been halted. The new group would have included everyone in the amusement industry—operators, distributors, sales, manufacturers, repairers, importers, and exporters. It was patterned on the BACTA organization in the United Kindgom.

NAMOA's board of directors had established a full committee to consult with state associations and industry representatives and to prepare a final draft of the structure and details of the new AAIA. Once it became clear that unity could not be achieved, restructuring efforts were stopped. According to NAMOA chairman Frank Sebastyan, "It is with regret that I must announce that this project has not been successfully concluded."

Rob Mills



THOMSON NAMES MILLS

Thomson Entertainment has named Rob Mills as the new regional sales manager for the Middle East and Africa. He has previous experience on both the client and supplier sides of the leisure and attractions businesses. Mills, who was involved in the development of a simulation attraction in Dublin, Ireland, will be based at the company's head office near London's Gatwick Airport.

LAI DEVELOPS MINI MANIA REVOLUTION

Mini Mania Revolution, a new concept in interactive entertainment designed, developed, and manufactured in Western Australia by Leisure & Allied Industries, features four supercharged Leyland Mini Cooper S racing cars programmed to take part in simulated races throughout the world. LAI has a network of over 100 Timezone entertainment centers.

Four real Mini Cooper S cars are secured to a specially designed motion platform that gives players the excitement of

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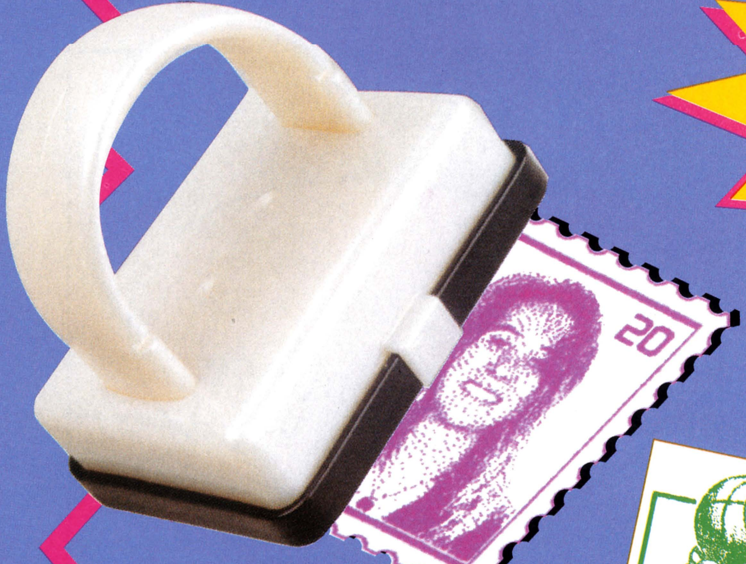

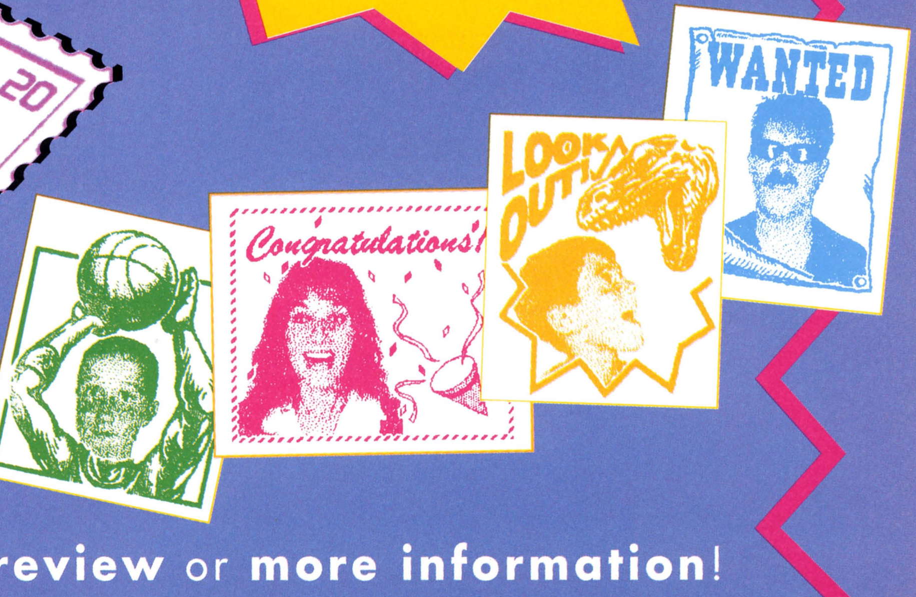
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INTERNATIONAL SCENE

realistic car movements. The video presentation is rear-projected onto four independent 120-inch screens; a high-tech audio system inside the cars enhances sound.

The Minis have been re-engineered and fitted with Recaro rally seats for driving comfort. Each can be driven independently or linked to one, two, or three of the other cars so friends can challenge each other. *Mini Mania* was developed at LAI's R & D department in Perth, Australia, in association with Midway Games USA, which re-invented the successful *Cruis'n World* game software to feature color replicas of the Mini Cooper S cars used in this major attraction.

According to Malcolm Steinberg, CEO for LAI/Timezone Group: "This is the most outstanding major entertainment product developed to date. It provides the player with a realistic rally driving experience which can be enjoyed not only by the players but by spectators as well."

Mini Mania is undergoing evaluation trials at LAI's Timezone center in Lake Street Northbridge, then will travel to various Timezone centers. LAI also produces the *MX5 Ridge Racer Full Scale* with a real Mazda MX5 racing car; *Ultimate Experience*, a 360-degree aircraft simulator; *Power Jam 6*, a six-player linked basketball game; and *Ace Driver Formula,* a Formula 1 racing game featuring four three-quarter scale F1 racing cars.

Leisure & Allied Industries' *Mini Mania Revolution* features four real Leyland Mini Cooper S racing cars.

In other LAI news, the company has embarked on a joint venture with the Philippines-based Ayala Land Inc. to form Leisure & Allied Industries Philippines Inc. The new company will have an exclusive license to operate Timezone centers in the Philippines, plus exclusive distribution rights for all LAI products. Plans call for the opening of 45 Timezone centers over the next five years. Manufacturing of interactive entertainment equipment in the Philippines will be considered in the future. ▲

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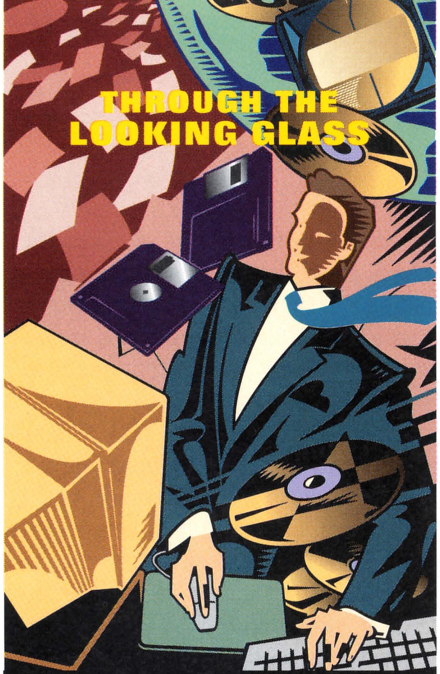

EVOLUTION *in* HIGH-TECH EQUIPMENT *examined*

STEVE WHITE

IT'S THE PERENNIAL QUESTION WHEN CONSIDERING HIGH-TECH, AND THUS HIGH-END, EQUIPMENT: "CAN IT PAY FOR ITSELF IN MY LOCATION?"

For many operators the answer used to revolve around the type of location in question, and conventional wisdom said only high traffic locations catering to a transient, tourist-type customer base could turn a certain profit with attractions like virtual reality (VR) and laser tag.

However, a paradigm shift may be in the works with advances in equipment and evolving attitudes on the part of manufacturers making it possible for smaller facilities with repeat customers to consider purchasing categories of hardware previously thought unprofitable.

At least that was the consensus from members of several seminar panels at this fall's Fun Expo in Las Vegas, as well as suppliers of VR and laser tag systems on the show floor. This was particularly evident at those companies involved in newly developed PC-based motion simulation platforms that promise to offer interactive and immersive entertainment experiences at a fraction of the cost of former Silicon Graphics-style proprietary attractions.

A similar level of sophistication in the laser tag industry now has manufacturers counseling location owners and operators to think carefully about the type of market segment they are trying to attract when purchasing equipment. While certain players may demand a high level of technical performance, others will be satisfied with a lower common denominator of entertainment.

VIRTUAL GROWING PAINS

While operators of traditional head-mounted display (HMD) VR machines are still reeling from the departure of a major industry player, Virtuality, new concepts in out-of-home interactive entertainment are beginning to take shape.

"Virtual reality is going through growing pains," said Fun Expo seminar panelist Rob White of XS New York, a 24,000-square-foot high-tech center in the Times Square area of New York City. "With Virtuality out of business, a lot of people are scrambling. For smaller FECs, you really need to ask yourself the right questions. If you want to have VR, you are going to have to bring a lot of people through the doors."

That may be true for passive VR ride-type games, said Bob Ferris of VR game manufacturer Ferris Productions, but active, or interactive, attractions can bridge the gap in smaller, regional facilities. White, Ferris, and Dennis Sable of GreyStone Technology, a manufacturer of interactive video-based entertainment experiences, participated in the Fun Expo seminar entitled "High-Tech Equipment: Upgrade Your Profit Base."

"If you have a large repeat clientele, a key component is interactive game play and game selectability," said Ferris, adding that VR can also be considered as a "loss leader" to garner attention and generate attendance that will pay off in other areas.

"The media eats this up," he noted. "You will be amazed. We've had a front-page article in newspapers from a short press release. It's advertising you probably couldn't buy."

As part of his company's efforts to make VR affordable to smaller locations, Ferris said operators can now qualify for a lease/revenue sharing program in which they pay Ferris Productions a flat lease payment for its units, including the Experience System, and split the remaining revenue down the middle each month. "This strategy is trying to open up VR to locations that couldn't afford it before," he said.

Ferris also noted the importance of recent initiatives by Microsoft and Intel to introduce a PC-based game platform and said his company would unveil an interactive (non-HMD) system at last month's IAAPA show in Orlando. (Look for more on this in future issues of Play Meter.)

"With the tremendous levels of software available for the PC, this is important for the future," Ferris concluded.

XS New York's White agreed with Ferris about the need for more interaction not only between player and machine but also operator and manufacturer. "The game content needs to get better; it needs a hook to keep people coming back," he said. "If you as an operator can work with manufacturers, try (a piece of equipment) before you buy. Or do a revenue share for a year. That's a big key."

Within the location, White said operators also need to focus more on the relationship with potential VR customers. The worst thing an operator can do is buy an expensive piece of VR equipment and then put a rope around the unit, he said.

"You need to sell, sell, sell the system," White argued. "You really need to keep an attendant there and not pull the VR person out to the kitchen to help."

"High-tech means to your customer whatever you want it to mean to them," added GreyStone's Sable. "But you have to make them get in there to try it. What we are providing in the out-of-home entertainment industry is just that."

The video game industry provides a useful model, according to Sable, with the introduction of technology outpacing the ability to create an entertaining experience. For instance, 3D spatial images may be on the way in the next few years, but "unless you appeal to the entertainment aspect, the high-tech doesn't matter. It will probably cost you more than it's worth."

In making his final point, Sable cited a well known arcade chain which had recently opened in Las Vegas but was not located in an area easily accessible to foot traffic. "Perhaps the high-tech that place needs is transportation to the front door," he said.

FOCUSING ON LASER TAG

While VR continues the quest to define itself as an entertainment offering, the laser tag industry has become firmly established within the arcade and family and location-based enter-

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tainment industries. However, that maturity comes as the result of a similarly rocky path.

"We've learned a lot of lessons the hard way; we've all fallen on our faces," longtime laser tag operator Phil Pickersgill of Megazone Technologies in the United Kingdom told attendees at the Fun Expo seminar "Laser Tag: Do It Right the First Time."

According to Pickersgill, the evolution of equipment—from Photon's gargantuan, non-laser driven gear to the current generation of systems utilizing laser and infrared beams as well as radio frequencies—has brought the laser tag industry to new operational heights.

"In the early days, it was theming that got everything going because the equipment, quite frankly, was a disaster," he recalled. "Operators today have the benefit of that evolution."

The main difference, Pickersgill continued, between laser tag and VR is what he called "playability" or the structure for repeat play. "One thing you must be able to do is change the game easily and quickly and that can only be done through a computer," he said.

Pickersgill said the laser tag industry in the United Kingdom has already experienced a cycle of boom and consolidation and said a similar process is taking place in the United States. However, he also expressed enthusiasm for the future, noting that revenue at surviving locations in the British Isles is up and predicting that the number of United States locations will increase from 500 to 1,200.

The success of a consolidated market in the United Kingdom "demonstrates that you really can affect the performance of laser tag," Pickersgill summarized. "You can take over a site and improve it."

It is this combination of marketing muscle and innovation in equipment that has provided laser tag operators with a choice in both their overall approach to the industry and day-to-day operations.

"Equipment varies so much from vendor to vendor," noted panelist Drew Pawlak, vice president of marketing at laser tag manufacturer Ultrazone. "It's not like comparing apples to apples. It really depends of what market you are going after."

In fact, market segmentation is quite possible from location to location and time slot to time slot, according to Pawlak, because "everybody plays." Demographic information provided by Pawlak from Ultrazone revealed that 38 percent of the players are over 24 while 25 percent are under 12. First-time players constitute 27 percent of the market while hardcore competitors make up less than 20 percent of business.

Nevertheless, those committed players make up one of the core groups used to evaluate the potential customer base, and marketing to them through events and competitions is a win-win situation so long as price and time are not prohibitive, Pawlak said. Other core groups include corporate or organizational outings, birthday parties, and just plain old entertainment seekers.

A key way to draw in that final category of customers is theming, according to panelists Joe Mutter of Game Masters family entertainment centers and Judy Crossen of Blockbuster Golf and Games in Florida. Mutter praised the results of theming, particularly non-licensed but universally recognized themes such as historical motifs or island designs, while Crossen stressed the need to create a dramatic experience for patrons.

"We're here to sell an experience and we've all learned from Disney," she said. "Even a line is an experience there. You have to keep players entertained the whole way through and you have to make sure and market to the whole family." ▲

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FROM LEFT **FIELD**

An end-of-the-year *mea culpa*

Steve White

Special Projects Editor

His face was wise with years and his expression fixed in a trance-like gaze as we talked, but his words were filled with an unboundless passion for the amusement game business. I wish I could tell you who he was but would not dare violate his self-imposed public silence on the issue.

Suffice it to say, he is neither a peacock constantly flitting before the camera eye nor one of those shadowy intrigue addicts always ready to stir the pot but never to admit to being the chef, both of which we often encounter as members of the media.

No, this was the real thing—an honest perspective from a 20-year industry veteran and manufacturer on the raging debate about the future of the video game. While he expressed a well-thought out argument on the pros and cons of PC technology and the inevitable blending of old and new ways of producing games, the comment that most struck home to me went something like this:

"What really troubles me is the idea that big software companies like Microsoft and Intel are more concerned about the interest of operators than the companies that have been doing business with them and providing them product for decades."

That's it, I thought, the crystalization of my growing ambivalence to the Public PC initiative. I had heard a variation on the idea earlier in the day on the show floor at AMOA International Expo '97 during a chance encounter with an operator friend of mine. He relayed to me a conversation with one of the PC proponents , who could not tell him what the average cabinet and kit board cost today but was primed to convince him of the value of new computer hardware.

While these incidents are far from quelling my appetite for new developments as they relate to an initiative started by two of the biggest companies in the world, Microsoft and Intel, they provide me with some grounding that may have been lacking in my previous coverage.

During the last 14 months, I have focused my energies whenever possible on laying out this idea for my readers—operators—and keeping them informed on every morsel of minutia as it relates to the project. Hopefully, I have been successful.

But what I have to admit lacking is some more innate or instinctive response to these new industry suitors. As a journalist, the toughest questions to ask are often the most simple. What's tough is that you have to continue to ask them every day in order to maintain the right focus.

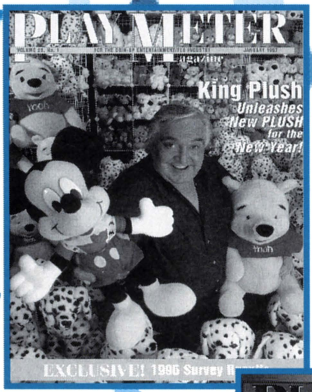
Throughout my pursuit of technology and its implications to our industry, I have striven to maintain balance, providing point and counterpoint, in order to present a fair and accurate picture of many of the major issues surrounding the proposal of a PC-based game platform.

Unfortunately, my zeal for even the smallest unfolding details of this nascent concept, may have averted my gaze from this most basic of questions: Where do the operators' (and my readers') best interests lie? Maybe some of the proponents of this issue should re-evaluate their own answers to this question as the coming months unfold in an attempt to speak in the honest and sincere language of their future customers.

The PC is clearly here to stay, and how it is used will be a major factor in operators' future success or failure. As for myself , I plan to just keep thinking about that old adage:

"You got to walk a mile in a man's shoes before...." ▲

Celebrating a Year of Memories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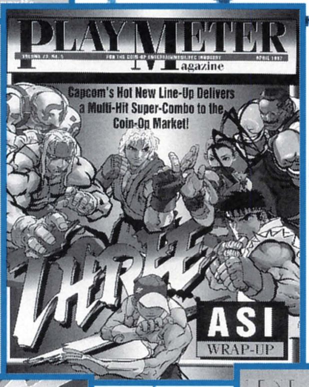
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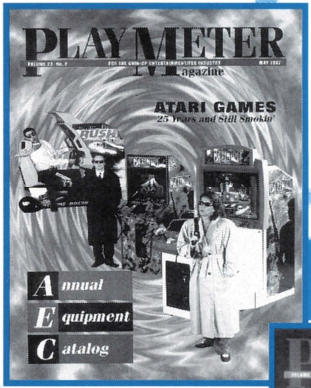
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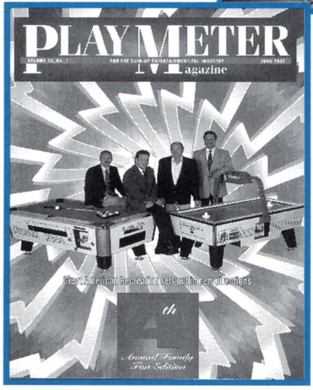
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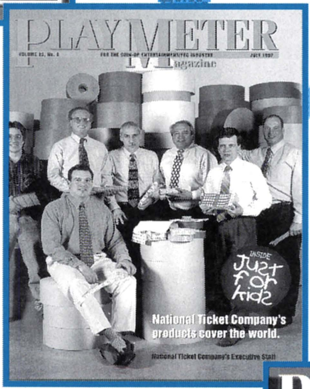
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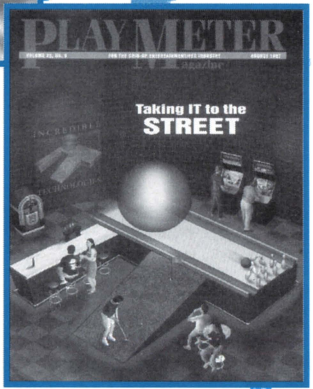
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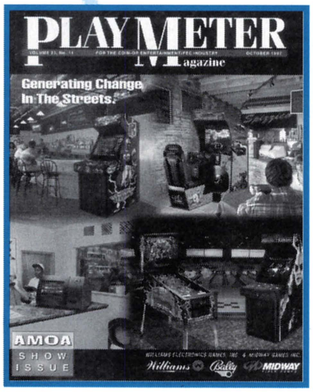
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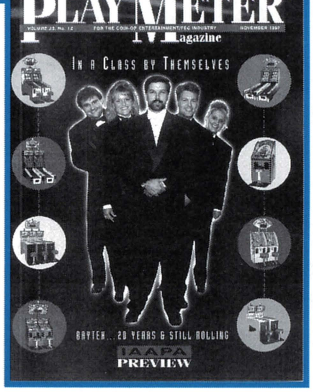
Generating Change In The Streets.
AMOA SHOW ISSUE
Williams Bally Midway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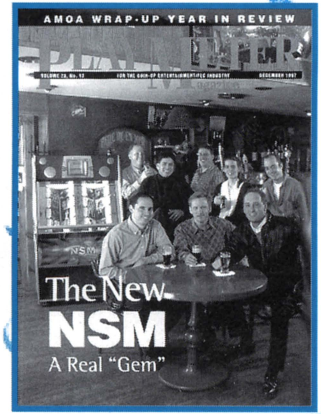
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JANUARY

State of the Industry

Ours exclusively, and one of the most anticipated reports in the business, thanks to loyal readers who tell the unvarnished truth. Vital data includes statistics on commission splits, street and FEC locations, competition, the Internet, and average weekly gross collections by type of equipment. An industry barometer if there ever was one!

Cover Story

BIG is the operative word for entrepreneur Pat Klasno who started as a successful crane operator and built his King Plush merchandise supply company into a major industry source for quality plush pre-packs and licensed and customized crane and redemption counter mixes. Next to big ideas Klasno and his staff believe in service, service, service.

OCMA board chairman Michael Zappa (c) passes the gavel to 1997 OCMA president Rodney Stebelton. First vice president Nancy Westerhaus-Baxter is at left.

TOP GAMES

Video Dedicated: *Daytona USA* (Sega)
Video Kit: *Megatouch IV* (Merit)
Pinball: *Scared Stiff* (Bally)
Alley Bowler: *Striker* (Design Plus)
Sports: *Championship Basketball* (Grayhound)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Rainbow* (Rainbow)
Children's: *Toss Em* (UETD)
Roll Down: *Spin to Win* (Lazer-Tron)
Novelty: *Cyclone* (ICE)
Coin Drop: *Goin' Rollin'* (Seidel)
Redemption/Gun: *Miner's Revenge* (Lazer-Tron)
Bopping/Stomping: *Spider Stompin'* (Island)

In the News

- The industry was abuzz with "the Microsoft proposal" to unite under one PC-based game platform that would ideally draw more software developers to design for coin-op.
- Frustrated by legislative lethargy, AMOA cut back its Smith, Bucklin presence in Washington, D.C., and relied on Vallis & Associates for representation.
- Coin-op manufacturers and arcade operators got a D on the National Institute on Media and Family's 1996 Video Game Report Card for implementing and enforcing violent video game ratings.
- Capcom exited its Chicago office, returning video game operations to Sunnyvale, Calif., and essentially closing its pinball business.
- New jukebox license fees were set for the year; operators now pay fees 2.9 percent higher than last year.
- AAMA received the Commerce Department E Award for contributing to increased U.S. exports.

"WHAT WE SAID"

"Each year has a trend that emerges and this year it could be survival of the fittest. There are fewer operators, but the ones who are left have either bought out a competitor or expanded their routes." —Valerie Cognevich

"Light (trade show) attendance of qualified and serious buyers is better than any hall full of people just looking. The problem is a crowded calendar with lots of choices for both the buyers and the lookers." —Bonnie Theard

"The going has clearly gotten weird in this industry with a number of proposals on the table that could turn the business on its ear in the next few years."—Steve White

What's New

- ☛ American Sammy: *Ghost Train* (redemption skill stop)
- ☛ Bob's Space Racers: *Barrel of Fun, Center Vertical Water Game, Monkey Drop, Ring 'Em Up,* and *Vertical Roll-A-Ball* (all novelty)
- ☛ Copyright Games: *Sesame Street Kiddie Rides* (kiddie rides)
- ☛ ICE: *Pitcher's Duel* (video simulator)
- ☛ Lazer-Tron: *Stack-Em!* (alley bowler)
- ☛ Midway: *Touchmaster* upgrade (countertop)
- ☛ SNK: *Ultimate II, World Championship Football* (video kit)

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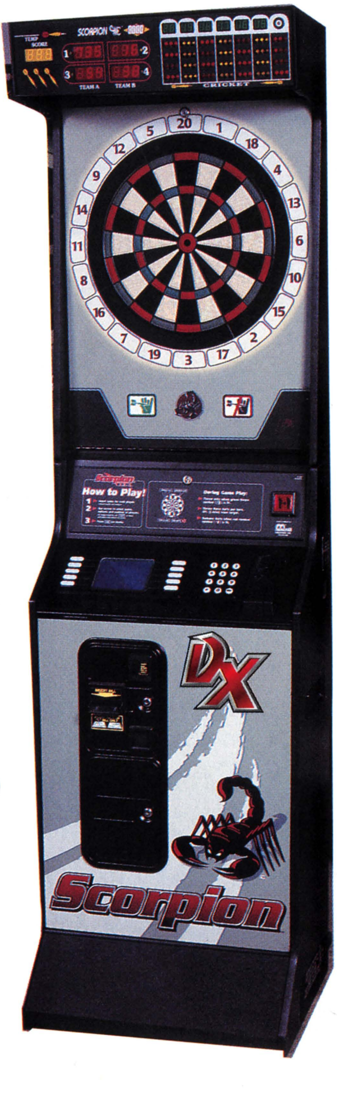

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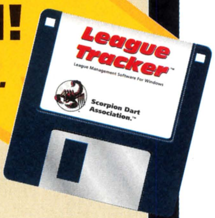
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FEBRUARY

Birmingham Vending staff attended the Leisurexpo in Orlando, Fla., (standing, l-r): Charles Kaplan, Larry Vaughn, Steve Toranto; (kneeling) Gary Gouse.

Management & Tax

Changes in the Tax Code were reviewed with care by management columnist Channing Hayden and tax specialists Irving Blackman and Brian Whitlock, with the goal of giving Uncle Sam his due while softening the blow to your bottom line. Also explained: the new Electronic Federal Tax Payment System.

Cover Story

Sega PInball (formerly Data East Pinball) celebrated 10 years of hard-earned success following a company philosophy that emphasizes innovation and improvement, fun, and a team of dedicated people. Not content with pinball accolades, the factory has expanded its product line to include redemption games.

What's New

- G.L. Technology's *Super Touchdown* (sports)
- Great American Recreation's Jr. *Power Hockey* and *Jr. Pocket Pool* (table games)
- Mini-Golf's *Pre-fab Miniature Golf Courses* (golf)
- Namco's *Alpine Racer 2* and *Speed Up* (video simulators)
- Photo Vend International's *Sticker Club* (specialty)
- Seidel's LXI series—*Lite-A-Line, Hi-Lo/Twenty-One, Pokereno* (roll down)
- Sega GameWorks' *Touring Car* (video simulator)
- Theisen Vending's *The Entertainer* (kinetic vending)
- West Coast Mfg.'s *LDC-II Phone Card Vendor* (vending)
- Worldwide *Exciter's Red Neck Rider* (specialty)
- Wurlitzer's *Rave On* (jukebox)

Top Games

Video Dedicated: ***Cruis'n World*** **(Midway)**
Video Kit: ***Area 51*** **(Atari)**
Pinball: Scared Stiff (Bally)
Alley Bowler: ***Skee-Ball Lightning*** **(Skee-Ball)**
Sports: ***Full Court Frenzy*** **(ICE)**
Coin Pusher: ***Rock 'N Roll/Dino Valley*** **(ICE)**
Crane: ***Rainbow*** **(Rainbow)**
Children's: ***Smart Toss Em*** **(Smart)**
Roll-Down: ***Spin to Win*** **(Lazer-Tron)**
Novelty: ***Round 'n Round*** **(Astro)**
Coin Drop: ***Big Haul*** **(Benchmark)**
Redemption/Gun: ***Miner's Revenge*** **(Laser-Tron)**
Bopping/Stomping: ***Spider Stompin'*** **(Island)**

“ What We Said ”

“Something is happening that could spell our own demise if we don't do something about it. It's apathy, and lack of forward, progressive thinking.” —Valerie Cognevich

“Highly rated old games send a message that some operators are sealing their own fate by not re-investing in new equipment.”—Bonnie Theard

“Good service is one of the key ingredients to a successful setup in business, particularly in our industry which thrives on the intangible value of entertainment.”—Steve White

In the news

- TouchTunes began a four-month test demonstrating the ease of downloading music from a central music library. TouchTunes' affiliate Technical Maintenance Corp. said it had acquired music rights from four major record companies.
- Sega and Capcom terminated talks over a proposal to merge the pinball operations of their respective Chicago area offices.
- Jane Adkins of Take Ten Corp. expressed her concerns about current industry conditions and posed serious questions for the future.
- The National Kiddie Ride Association released its annual poll that indicated a growth in kiddie ride collections despite a general downturn in the coin-op industry.
- Coney Island Emporium, a 32,000-square-foot themed FEC, opened within the New York-New York Hotel & Casino in Las Vegas, Nev.

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MARCH

ASI Preview

The Amusement Showcase International responded to the winds of change in the industry and designed its show to be more operator-friendly, and chose Las Vegas as a semi-permanent location. Once shunned by coin-op, the glitzy city has become one of the most popular trade show sites.

Cover Story

From kits and uprights to sit-down drivers and full-motion simulators, Konami has it. The company points to an approach that includes as key elements a staff of professionals, dedication to R & D, and testing and modifications to adapt equipment to each market. Konami takes a global view of the industry and has offices in seven countries.

At the AMOA Council of Affiliated States annual meeting, (l-r): Jim Weir of Smith, Bucklin; Maxine O'Brien of WAMO; Jerry Derrick, AMOA president; Kim Rundle of AMOA; and Kenny Price of West Virginia. Topics included video gaming, revenue sharing, and communications.

TOP GAMES

Video Dedicated: *Cruis'n World* (Midway)
Video Kit: *Area 51* (Atari)
Pinball: *Scared Stiff* (Bally)
Alley Bowler: *Striker* (Design Plus)
Sports: *Super Shot* (Skee-Ball)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Rainbow* (Rainbow)
Children's: *Smart Toss Em* (Smart)
Roll Down: *Tic-Tac-Toe* (Skee-Ball)
Novelty: *Cyclone Jr.* (ICE)
Coin Drop: *Big Haul* (Benchmark)
Redemption/Gun: *Knock Down* (Meltec)
Bopping/Stomping: *Spider Stompin'* (Island)

In the News

- James Plamondon, Microsoft's emissary to coin-op, moved on to other projects; the new contact team included Jason Robar.
- Coin-op was well represented at the 21st International Nightclub & Bar Show in Las Vegas, Nev.
- A new column, "Through the Looking Glass," was launched to demystifying technology and keeping readers informed of advancements.
- Coinman Dale Walker of Amusement Services shared his experiences gleaned over 21 years in the industry.
- Sega GameWorks opened its premier 30,000-square-foot location in Seattle, Wash.
- Warehouse of Vending and Games in Missouri acquired Bird Distributing in Kansas.
- A Florida court ruling allowed Broward Vending to continue operating a specially modified Cherry Master machine.

"WHAT WE SAID"

"Let's face it, no one really knows where we're headed. More than trying to figure it out, we should instead prepare ourselves to be able to change directions...quickly."—Valerie Cognevich

"While frustrated by a number of issues, small operators continue to hang on, perhaps guided by Yogi Berra's often quoted advice: 'Never give up, because it ain't over 'til it's over.'"
—Bonnie Theard

"We have worked hard to further explain what the Microsoft proposal would mean to all segments of our industry. We now have distributors, as well as many others, describing the theory of an open platform as a good idea and even inevitable."
—Steve White

What's New

- Astro's *Shot Clock 2* (novelty)
- Carousel's *Racing Coupe* and *Skycopter II* (kiddie rides)
- D3M Virtual Reality's *Cyberdeck 4* (virtual reality)
- Immersive Technologies' Kimera System with *Pyramid Pilot* (virtual reality)
- Kiddie Rides USA's *Musical Gumball Machine* (bulk vending)
- KidzKart Inc.'s *KidzKart* (go-kart)
- Konami's *Dead Eye* (video kit)
- Laser Duel's *Laser Duel* (laser tag)
- Millennium Group's *Black Beard's Pirate Ship* (specialty)
- Namco's *Tekken 3* (video kit)
- Rainbow's *Toy House Oak* (crane)

WE TOP THE CHARTS IN THE SPRING

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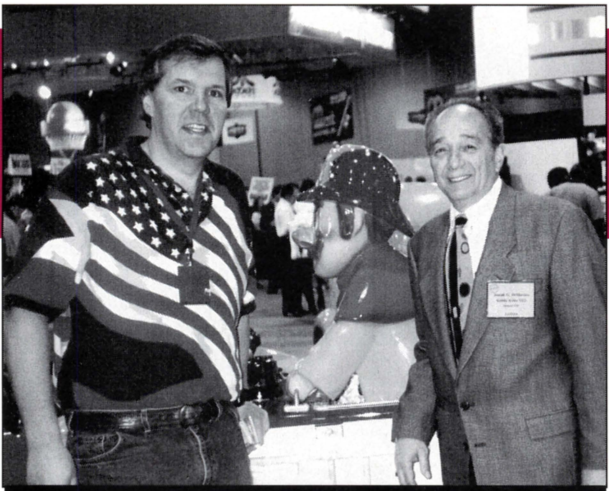


More smiles than frowns at ASI: John Lewis (l) of A & A Sales & Services with Joe Demarsico of Kiddie Rides USA.

APRIL

ASI Wrap-Up

Digitally downloading jukeboxes and the potential of Windows-based arcade games were widely discussed at the show, while practical business issues such as licensing and the changing role of operators, distributors, and manufacturers remained in question. Overall, the mood was more positive than negative.

Cover Story

You can't say Capcom without mentioning that fighting game franchise called *Street Fighter*. Many operators credit Capcom's low cost, high ROI kits as saving their business. The company goal is simple: "Produce a product that is entertaining. If you don't have that, even the most advanced technology is not going to make it happen."

What's New

- Bally's *Fast Break* (pinball)
- Bankshot's *Bankshot-On-A-Roll* (sports)
- Fun House Game's *Real Monsters* (bopping)
- Laser Chaser's *Laser Chaser* (laser tag)
- Max Flight's *VR2000* (simulator)
- Midway's Rampage *World Tour* (video dedicated)
- Vivid Group's *Big Head Racer* (virtual reality)
- Williams' *Junkyard* (pinball)
- XCP's *VendaNet* (vending)

TOP GAMES

Video Simulator: ***Cruis'n World*** **(Midway)**
Video Dedicated: ***Gun Blade NY*** **(Sega)**
Video Kit: ***Area 51*** **(Atari)**
Pinball: ***Scared Stiff*** **(Bally)**
Countertop: ***Megatouch IV*** **(Merit)**
Classic Video: ***Out Run*** **(Sega)**
Alley Bowler: ***Skee-Ball Too!*** **(Skee-Ball)**
Sports: ***Super Shot*** **(Skee-Ball)**
Coin Pusher: ***Jungle Jive*** **(Coastal)**
Crane: ***Gift Box*** **(Fun Merchants)**
Children's: ***1/2 Pint Frenzy*** **(ICE)**
Roll Down: ***Jungle Rama*** **(Lazer-Tron)**
Novelty: ***Cyclone*** **(ICE)**
Coin Drop: ***Big Haul*** **(Benchmark)**
Redemption/Gun: ***Water Game*** **(Bob's Space Racers)**
Bopping/Stomping: ***Tortoise & the Hare*** **(Island)**

"What We Said"

"Just because a new technology looms on the horizon doesn't mean we have to embrace it with open arms. However, we should be aware of its presence."—Valerie Cognevich

"There is a serious lack of product in our industry. It didn't happen overnight. For years the tendency has been to the big footprint, expensive video simulators that are impressive but not affordable for the average operator."—Bonnie Theard

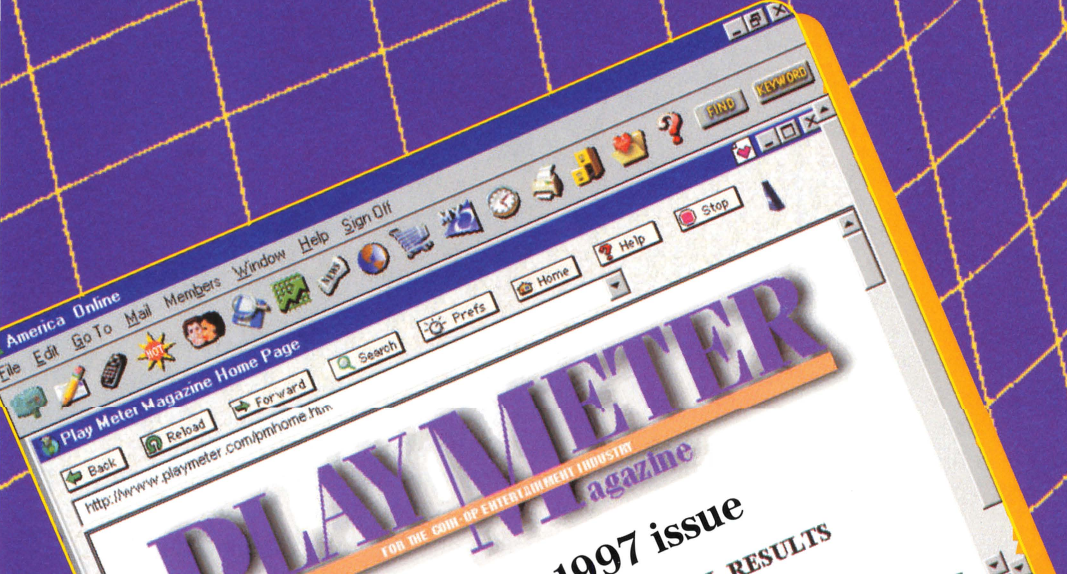
"This is the struggle we are faced with: whether to align ourselves with the forces of technology in pursuing the entertainment dollar, or hunker down with technology's alter ego—the past—and refocus on basics such as leagues, tournaments, and redemption in writing our ticket to tomorrow."—Steve White

In the news

- AMOA proposed a major restructuring plan that called for fewer board members and committees as well as other changes.
- Dave & Buster's opened its 10th U.S. location (Ontario, Calif.) since 1992 and embarked on an aggressive expansion program—50 to 60 new locations around the globe over the next few years.
- During ASI, representatives of AAMA and AMOA met with Dan Gerstern, aide to Sen. Joseph Lieberman, to discuss violent game content.
- A survey completed by the International Association of Family Entertainment Centers indicated that after six years of exponential growth, FECs are still the fastest growing segment of the amusement industry.
- The International Laser Tag Association was formed to help laser tag and laser game manufacturers and operators, plus promote the industry.

Coin-op/FEC

Hyper-Links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FOR THE COIN-OP ENTERTAINMENT INDUSTRY

December 1997 issue

click here for the TOP Equipment POLL RESULTS

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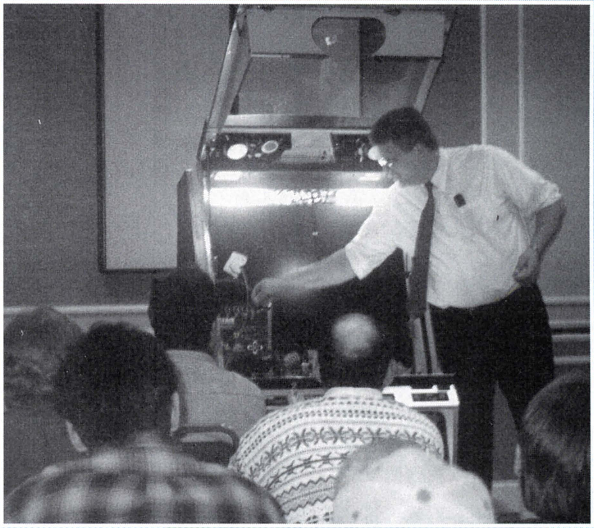
MAY

Annual Equipment Catalog

A whopping 86 pages of games, games, games! Every category: videos, pinballs, jukeboxes, card games, 8-liners, countertops, roll downs, bopping/stomping, novelties, cranes, rotaries, coin drop, game/prize vendors, alley bowlers, redemption/gun, sports, specialty machines, children's games, kiddie rides, bulk vending, virtual reality, motion simulators, darts, pool tables, foosball, air hockey, shuffleboard, coin pushers, and cabinets. (Still available on request.)

Cover Story

Resilient Atari Games celebrated its silver anniversary. The company that brought us everything from *Asteroids* to *Area 51* boasts a staff of longtime employees who believe in building in game longevity. Atari looks toward the future with all the optimism and enthusiasm it's shared with the industry for a quarter century.



The Michigan Coin Machine Operators Association hosted a spring jukebox service school.

TOP GAMES

Video Simulator: *Cruis'n World* (Midway)
Video Dedicated: *Time Crisis* (Namco)
Video Kit: *Area 51* (Atari)
Pinball: *Junkyard* (Williams)
Countertop: *Megatouch IV* (Merit)
Classic Video: *Out Run* (Sega)
Alley Bowler: *Smartball* (Smart)
Sports: *Super Shot* (Skee-Ball)
Coin Pusher: *Jungle Jive* (Coastal)
Children's: *Shoot to Win! Jr.* (Smart)
Roll Down: *Spin to Win* (Lazer-Tron)
Novelty: *Cyclone* (ICE)
Coin Drop: *Big Haul* (Benchmark)
Redemption/Gun: *Big Mouth* (Meltec)
Bopping/Stomping: *Spider Stompin'* (Island)

"WHAT WE SAID"

"Education is important; never discount its impact on our future. Don't be hasty in making a decision to pass on AMOA when you can spend the time to your advantage no matter what you go there for."—Valerie Cognevich

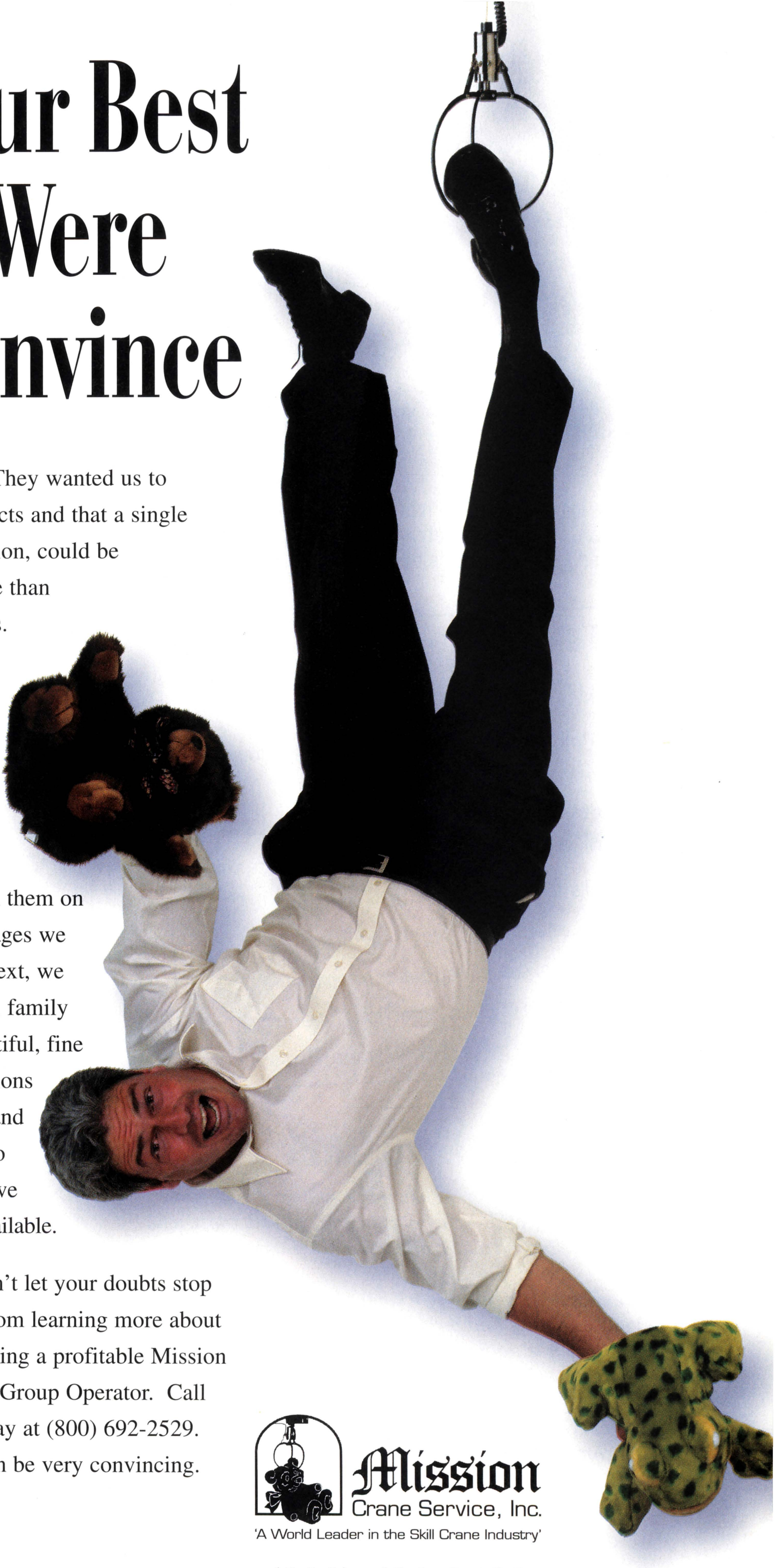
"Bigger and better distributor open houses are not only making it easier to pass on major trade shows but also state shows, which are down to a mere handful. Coin-op highways are strewn with the casualties of growing competition."—Bonnie Theard

"For many years the theory has been that the product would advertise itself if placed in front of a potential customer. This is not enough any longer with consumers being overwhelmed by entertainment choices."—Steve White

In the News

- Debate continued in the Texas Legislature over a controversial bill that would repeal the safe-harbor exception from criminal gambling provisions for amusement games as long as prize values are limited.
- The Computer Developers Conference focused on the potential for developers to create games for coin-op on an open PC platform.
- Carmike Cinemas and Wal-Mart announced plans to join resources to open a chain of FECs.
- AAMA combined its annual meeting with a lobbying effort in Washington, D.C.
- Two new associations were formed: the Miniature Golf Association U.S. and the Emerald Green Miniature Golf Association.
- Infinity Multimedia planned to globally market a patented, 3D viewing technology without glasses aimed initially at the LBE and arcade game markets.
- Louisiana's video poker operators faced more opposition from a Legislature looking to ban legalized video gaming statewide despite a local option referendum that saw 55 percent of districts vote for it last fall.

Some Of Our Best Operators Were Hard To Convince



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JUNE

Coinman Dave Corriveau (l, with Dave & Buster's co-founder Buster Corley) revealed how two different disciplines combined to create a new concept in entertainment.

4th Annual Family Fun Edition

Thirty-two pages were devoted to today's family entertainment market, including articles on big-name and mom and pop locations. Also on tap: a review of available redemption prize merchandise, helpful hints on ways to improve your location, how to select the right insurance, and what to expect from that new profit center—pizza.

Cover Story

Great American Recreation made its mark with cabinets and pool tables, then rightly decided the time was ripe for diversification. With a solid cabinet history as a foundation, the company branched out into air hockey, more pool table models, and junior size units to enlarge its product line.

What's New

- Atari's *Mace: The Dark Age* (video kit)
- Cybertainment Systems' *Cybertune* (jukebox conversion)
- Kiddie's Mfg.'s *Amazing Spider-Man* (kiddie ride)
- King Plush's *Disney* jumbo pre-packs (prizes)
- Mayoni's *Vending Center* (bulk vending)
- Rowe's LaserStar *Starlight* (jukebox)
- Smart's *Showcase Magnetic Crane* (crane)
- Tekbilt's *Touch of Gold* (video lottery terminal)
- United Machine's *Bean Pets* (crane)

TOP GAMES

Video Simulator: ***San Francisco Rush*** **(Atari)**
Video Dedicated: ***Maximum Force*** **(Atari)**
Video Kits: ***Tekken 3*** **(Namco)**
Pinball: ***Attack From Mars*** **(Bally)**
Countertop: ***Megatouch XL*** **(Merit)**
Classic Video: ***Out Run*** **(Sega)**
Alley Bowler: ***ICE Ball*** **(ICE)**
Sports: ***Hoop It Up*** **(Atari)**
Coin Pusher: ***Jungle Jive*** **(Coastal)**
Crane: ***Rainbow*** **(Rainbow)**
Children's: ***Awesome Toss 'Em*** **(Lazer-Tron)**
Roll Down: ***Spin to Win*** **(Lazer-Tron)**
Novelty: ***Cyclone*** **(ICE)**
Coin Drop: ***Big Haul*** **(Benchmark)**
Redemption/Gun: ***Boom Ball*** **(Meltec)**
Bopping/Stomping: ***Spider Stompin'*** **(Island)**

“ What We Said ”

“The entertainment industry is evolving, drawing on the experience of those who have gone ahead, those who have blazed new trails.”—Valerie Cognevich

“After opening day the hard work has just begun. Staying in tune with your audience and providing them with well-maintained attractions while adding and changing the mix takes a lot of solid planning.”—Bonnie Theard

“It is ironic, and yet almost universally true, that companies less familiar with our industry (often high-tech firms) are much more current with their new product releases than some of our oldest friends in the industry.”—Steve White

In the news

- Intel Corp.'s new Pentium II microprocessor chip will serve as the basis for coin-op specifications.
- New York City's newest high-tech entertainment center, LaZer Park, opened in the Times Square area.
- AMOA continued to fight tobacco rulings in Congress and the courts, reiterating support for use of lock-out devices for vending machines in non-age-restriced locations.
- The controversial redemption bill (Senate Bill 1701) died in the Texas Senate, another bill in Missouri had the same fate.
- IAAPA and IAFEC responded to an ABC “20/20” broadcast that raised doubts about ride safety and alleged lax government inspection.
- The National Licensed Beverage Association and performing rights organizations ASCAP, BMI, and SESAC announced a group license agreement for the on-premise license beverage industry incorporating fees to cover music from all sources.

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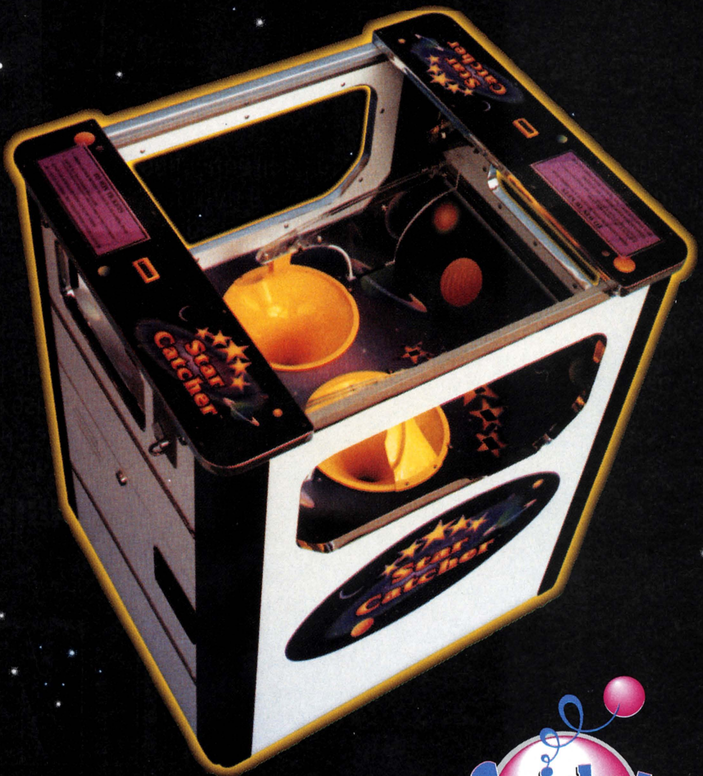

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JULY

Just For Kids

Everything that appeals to kids got the full treatment in this issue that focused on soft modular play structures, kiddie rides, carousels, children's entertainment centers, birthday party ideas, shopping center playgrounds, and kid-friendly places such as The Planet 4 Kidz and Bamboola.

Cover Story

Serving markets that gobble tickets by the billions, National Ticket Co. traces its history back to 1907. The company continues to expand, develop new products, and find its niche in the amusement industry. National is loyal to its customers and determined to see them prosper.

The Missouri Amusement Machine Operators Association hosted its first state show. Bob Shortell, John Mulvihill, and Joel Krenzer of Heartland Amusements came with their families.

TOP GAMES

Video Simulator: *Cruis'n World* **(Midway)**
Video Dedicated: *Tournament 3D Golf* **(Incredible Tech.)**
Video Kit: *Tekken 3* **(Namco)**
Pinball: *Attack From Mars* **(Bally)**
Countertop: *Megatouch XL*
Classic Video: *Out Run* **(Sega)**
Alley Bowler: *ICE Ball* **(ICE)**
Sport: *Rage in the Cage* **(Fun Merchants)**
Coin Pusher: *Jungle Jive* **(Coastal)**
Crane: *Action Claw* **(Fun Merchants)**
Children's: *Mini Dunx* **(ICE)**
Roll Down *Spin-a-21* **(Lazer-Tron)**
Novelty: *Cyclone* **(ICE)**
Coin Drop: *Big Haul* **(Benchmark)**
Redemption/Gun: *Water Game* **(Bob's Space Racers)**
Bopping/Stomping: *Spider Stompin'* **(Island)**

In the News

- The Texas Legislature failed to pass the controversial anti-redemption bill.
- AAMA elected officers and new members to the board of directors. Mike Rudowicz of Konami succeeded Rick Kirby of New England Coin-Op as president.
- Reed Exhibition Companies acquired the Fun Expo.
- The new SpeedZone 12-acre racing theme park for young adults opened in Dallas, Texas.
- GameWorks opened its newest high-tech, mega amusement facility on The Strip in Las Vegas.
- Game developers from four companies looking to throw their hats into the coin-op ring explained why they see opportunity in the arcade market.

"WHAT WE SAID"

"I'm concerned about a lackadaisical attitude permeating the industry when it comes to supporting its associations. I've expressed disbelief towards operators who say they can't afford to join their state or national associations yet are there to reap the benefits."—Valerie Cognevich

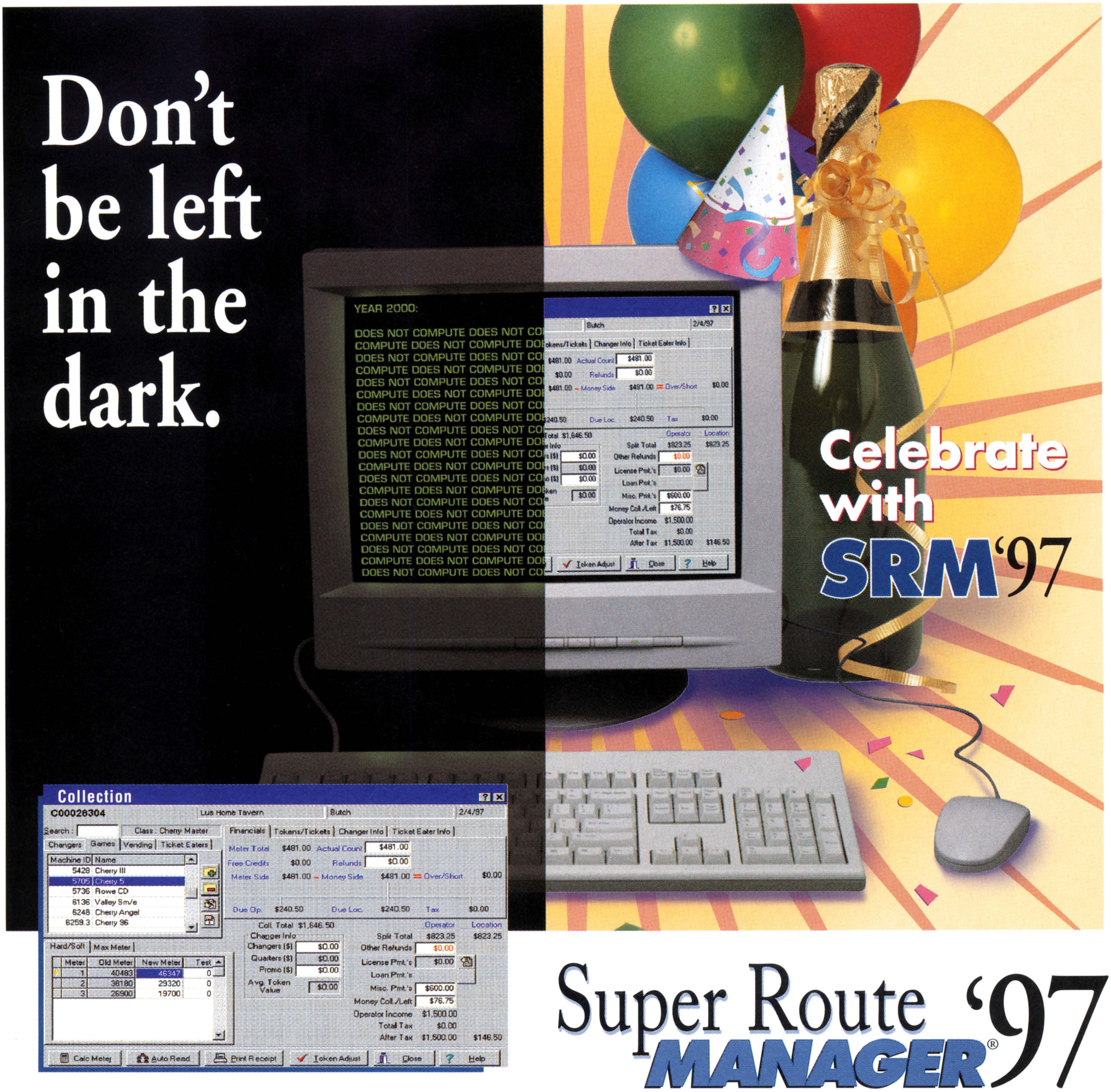
"Everyone can keep equipment meticulously clean and in good working order. That like-new look leaves a lasting impression just as strong as the one created by obvious neglect."—Bonnie Theard

"We are forging ahead with our own Web site so that we can better serve our loyal subscribers by delivering to them the most up-to-date news and industry information available online."—Steve White

What's New

- A & A Co.'s *Electronic Bulk Vendor* (bulk vending)
- Astro Dist.'s *Round 'n Round Jr.* (novelty)
- Benchmark's *Big Haul Ltd.* and *Truck Stop* model (coin-drop)
- Capcom's *Vampire Savior* (video kit)
- CES's *Trap Shoot Classic* (wall video)
- Fun Co.'s *ES-25* (video cabinet)
- Sammy USA's *Magnet Fever* (rotary)
- Sega's *The Lost World: Jurassic Park* (pinball)
- Tekbilt's *Big Play* (video lottery)

THERE ARE ONLY 24 MONTHS UNTIL THE YEAR 2000!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Search: | Class: Cherry Master

Machine ID	Name
5428	Cherry III
5705	Cherry 5
5736	Rowe CD
6136	Valley Sm/e
6248	Cherry Angel
6259.3	Cherry 96

Meter	Old Meter	New Meter	Test
1	40483	46347	0
2	38180	29320	0
3	26900	19700	0

Meter Total $481.00 Actual Count $481.00
Free Credits $0.00 Refunds $0.00
Meter Side $481.00 − Money Side $481.00 = Over/Short $0.00
Due Op. $240.50 Due Loc. $240.50 Tax $0.00
Coll. Total $1,646.50
Changer Info
Changers ($) $0.00
Quarters ($) $0.00
Promo ($) $0.00
Avg. Token Value $0.00

	Operator	Location
Split Total	$823.25	$823.25
Other Refunds	$0.00	
License Pmt.'s	$0.00	
Loan Pmt.'s		
Misc. Pmt.'s	$600.00	
Money Coll./Left	$76.75	
Operator Income	$1,500.00	
Total Tax	$0.00	
After Tax	$1,500.00	$146.50

Changers
Games
Vending
Ticket Eaters
Hard/Soft
Max Meter
Financials
Tokens/Tickets
Changer Info
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AUGUST

Retail sales can be a big part of business for operators and distributors. Showrooms like this one at AMA Distributors in Metairie, La., draw a growing number of home owner buyers.

Taking it to the Street

Street operators are the mainstay of the industry, which is why we devoted 25 pages to the street scene including the value of countertops, bulk vending, phone cards, and retail sales. In addition, revealing interviews and an expanded "Sporting Edge" section rounded out a look at today's street climate.

Cover Story

Fresh from its spring recognition as Manufacturer of the Year during ASI, Incredible Technologies goes forward with games (*Golden Tee 3D Golf* and the '97 version, *World Class Bowling*) that feature interactive tournament play. The company relies on a dedicated, committed team to produce affordable games that give operators a good ROI.

TOP GAMES

Video Simulator: *Cruis'n World* (Midway)
Video Dedicated: *House of the Dead* (Sega)
Video Kit: *Golden Tee '97* (Incredible Tech.)
Pinball: *Attack From Mars* (Bally)
Countertop: *Megatouch XL* (Merit)
Classic Video: *Out Run* (Sega)
Alley Bowler: *Skee-Ball Lightning* (Skee-Ball)
Sports: *Super Shot* (Skee-Ball)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Rainbow* (Rainbow)
Children's: *Shoot to Win! Jr.* (Smart)
Roll Down: *Spin-a-21* (Lazer-Tron
Novelty: *Cyclone* (ICE)
Coin Drop: *Wheel of Fortune* (Fun House)
Redemption/Gun: *Miner's Revenge* (Lazer-Tron
Bopping/Stomping: *Spider Stompin'* (Lazer-Tron)

What's New

- Carousel's *Video Sphere* (children's game)
- EMF Corp.'s *Integra 2000* (kiosk)
- Rowe's *MM-3* (jukebox)
- Tekbilt's *Touch the Gold* (video lottery terminal)

In the news

- Intel formed the Open Arcade Architecture Forum, an industry association to promote the development of arcade systems based on the Pentium II processor.
- AMOA continued to fight to keep cigarette vending machines even though its call for financial support ($1 for every tobacco machine owned by AMOA members) fell short of the goal.
- Immersion Corp. and Happ Controls entered a partnership to integrate I-Force hardware and software architecture with quality joystick and wheel controllers.
- AMOA offered a trade show-only pass for non-association members for the upcoming International Expo.
- At E3 (Electronic Entertainment Expo) several key players from the computer and coin-op industries hinted at the growing role of the arcade and location-based entertainment markets.
- Koala Corp. acquired Delta Play ltd.
- The industry mourned the loss of Jean Coutu of Laniel Automatic Machines in Canada.

"What We Said"

"Enthusiasm, eagerness, commitment, and high expectations can't be far away when a business is successful. Pessimism, trepidation, discouragement, and shallow efforts are close companions of a failing business."
—Valerie Cognevich

"Consistent revenue is a welcome sight in today's coin-op climate, no matter what type of equipment is responsible for the numbers. Bulk vending may be an undiscovered world, one that bears investigation for those seeking new coin-op venues."—Bonnie Theard

"As our industry forges ahead through its own challenges, there is much skepticism—sometimes even cynicism—about the fate of street operators, the members of the industry who have been our core readers for more than 23 years."
—Steve White

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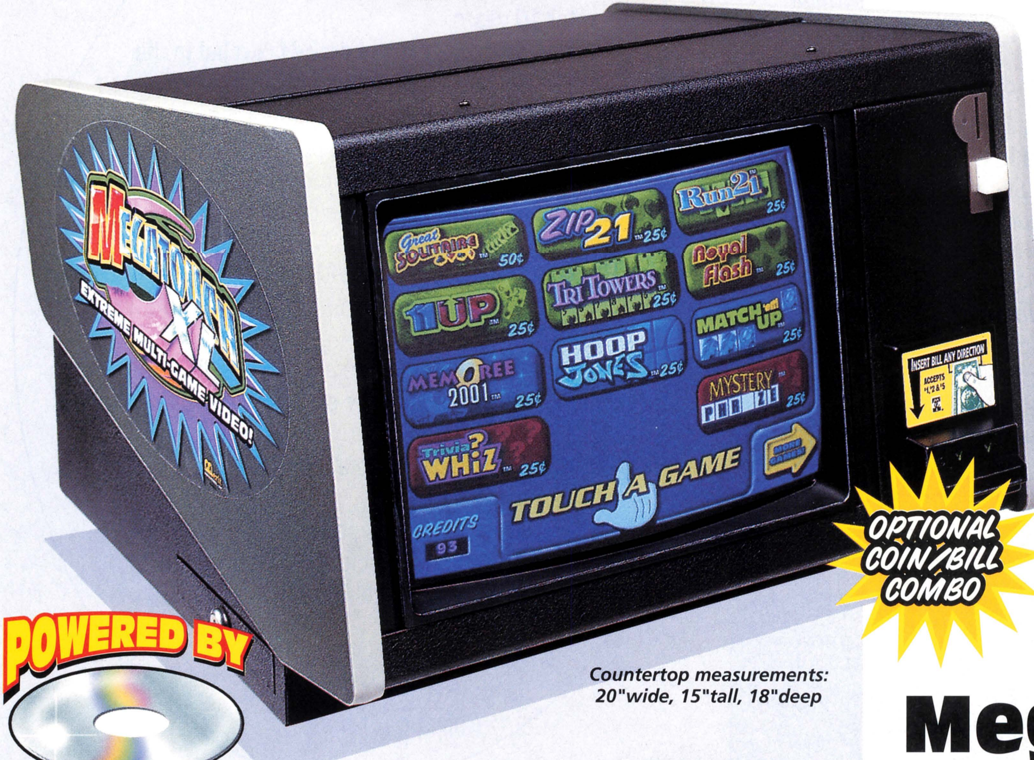
(Replay Magazine's Operator Poll)



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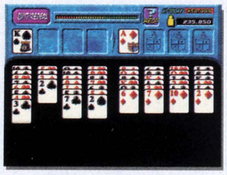

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SEPTEMBER

Fun Expo

The 7th Fun Expo and the 1st Location-Based Entertainment Conference were on tap. Features included a history and explanation of trends in the field of miniature golf, highlights of fun centers around the country, details on popular sticker machine vending, and wise words from the IAFEC.

Cover Story

After 37 years as the helm of Seidel Amusement Machine Co., president Ed Seidel decided to take more leisure time. He and his wife Phyllis (vice president) handed over the reigns of the company to Barry Watkins (general manager) and Bob Rakel (national sales manager). The company will continue to follow a philosophy of building the best possible games and never compromising on quality.

At the VNEA Jr. Championships, fostering pool league players of tomorrow, (l-r): Gregg Elliott of VNEA, Greg O'Connor of Mali Cues, Paul Huebler of Huebler Industries, Cheri and Bob Lund of River City Amusement, and Graig Dumdei of C & N Sales.

TOP GAMES

Video Simulator: *Top Skater* (Sega)
Video Dedicated: *House of the Dead* (Sega)
Video Kit: *Tekken 3* (Namco)
Pinball: *Scared Stiff* (Bally)
Countertop: *Megatouch XL* (Merit)
Classic Video: *Out Run* (Sega)
Alley Bowler: *Skee-Ball Too!* (Skee-Ball)
Sport: *Full Court Fever* (ICE)
Crane: *Rainbow* (Rainbow)
Children's: *Smart Toss Em* (Smart)
Roll Down: *Jungle Rama* (Lazer-Tron)
Novelty: *Surfin' Safari* (5 Star)
Coin Drop: *Big Haul* (Benchmark)
Redemption/Gun: *Water Game* (Bob's Space Racers)
Bopping/Stomping: *Spider Stompin'* (Island)

In the News

- Coin Concepts closed its doors after 10 years.
- Nevada operators got some tax relief in the form of a gross receipts tax instead of a previous per machine license fee (Reno) and a reduction in statewide sales tax on vended products.
- APBI alleged patent infringement of its Sticker Station photo sticker machine and the process used to produce the vended product.
- The board of directors of WMS Industries authorized a spin-off (subject to certain conditions) of its 86.8% interest in Midway Games.
- Sega and Worldwide Video are involved in two lawsuits involving the game marquee on an imported (parallel) *House of the Dead*.
- AMOA trimmed the association's overhead with cuts in staff and programs.
- Quantum 3D announced partnerships with two companies striving to bring PC-based games to the arcade and LBE markets: HanaHo Arcade PC and Mango grits.
- New fun centers opened near Atlanta (RW GoodTimes) and Chicago (Jeepers!).

"WHAT WE SAID"

"Family entertainment centers address a demand for quality time between kids and parents, especially those who don't live together. Parents want that warm and fuzzy feeling they get when seeing their youngsters having fun, and the kids love having a place their parents are willing to take them."
—Valerie Cognevich

"The public is notoriously fickle, demanding new, new, new, so re-investment in the latest technology must be factored into your business plan. Once the newness has worn off, you need to get customers back, which usually requires promotions."
—Bonnie Theard

"As the industry strives to capitalize on the possibilities latent in the modern PC, let us hope that the group as a whole will forge some other ethic or code to achieve success on an individual basis and bring more prosperity to all, including the operators who so eagerly await the results of this effort."—Steve White

What's New

- Bromley's *Shocker* and *Thunder Run* (novelty)
- Digital Tech Frontier's *Virtual Scentsations* (virtual reality kiosk)
- Gaelco's *Surf Planet* (video kit)
- Gamemax's *Prepaid Phone Card Machine* (vending)
- King Plush's *Jumbo 30" talking Mickey Mouse* and *Minnie Mouse* (prize merchandise)
- Konami's *Total Vice* (dedicated video)
- Vend-A-Pop's *Lollipop Vendor* (bulk vending)
- West Coast Mfg.'s *Gas Pump Vendors* (bulk vending)
- Williams' *Medieval Madness* (pinball)

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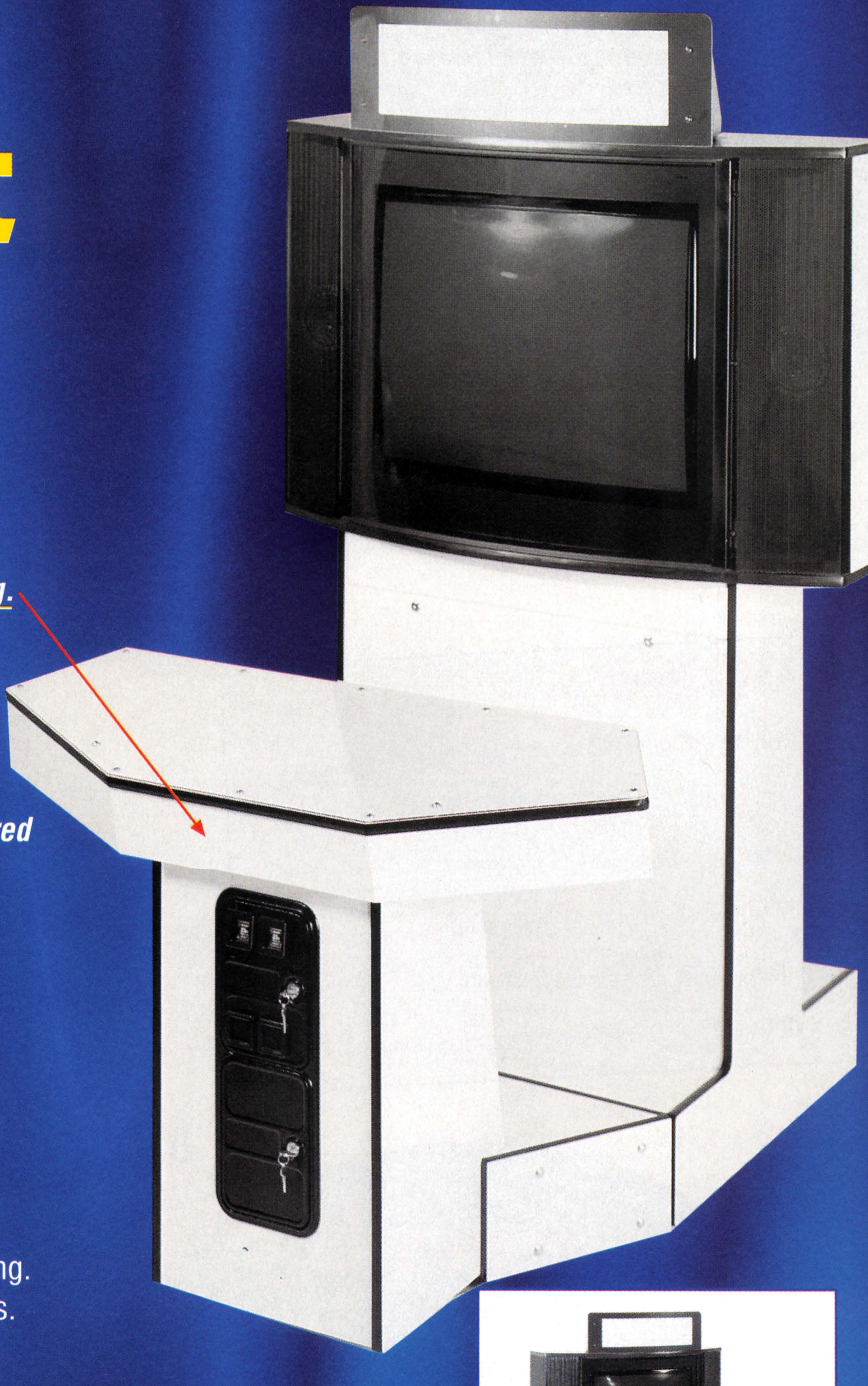

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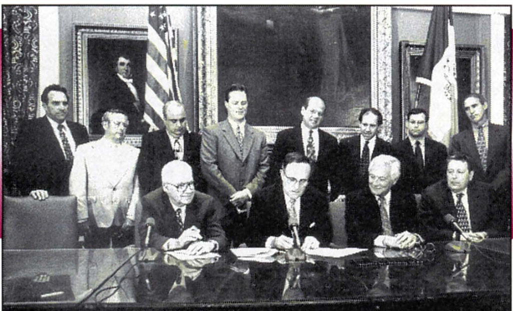
OCTOBER



The AMOA of New York achieved significant financial relief for the industry within New York City. Mayor R. Guiliani signed into law a measure repealing the tax on coin-op amusement devices.

AMOA International Expo

In addition to a preview of the upcoming trade show, the issue included interviews with outgoing AMOA president Jerry Derrick and A.M.A. Distributors/Lucky Coin's Bob Nims (on his 51st anniversary in the industry) and features on music technology and interactive bulk vending units.

Cover Story

Williams Bally/Midway acknowledged changing conditions in the coin-op marketplace and affirmed its support for street locations evident in a product lineup that boasts videos (simulators, dedicated, and kits), pinballs, and countertops (*Touchmaster* series).

TOP GAMES

Video Simulator: *Top Skater* (Sega)
Video Dedicated: *House of the Dead* (Sega)
Video Kit: *Golden Tee '97* (Incredible Tech.)
Pinball: *Medieval Madness* (Williams)
Countertop: *Megatouch XL* (Merit)
Classic Video: *Out Run* (Sega)
Alley Bowler: *Skee-Ball Too!* (Skee-Ball)
Sport: *Super Shot* (Skee-Ball)
Crane: *Rainbow* (Rainbow)
Children's: *Hightops* (Skee-Ball)
Roll Down: *Spin to Win* (Lazer-Tron)
Novelty: *Cyclone* (ICE)
Coin Drop: *Big Haul* (Benchmark)
Redemption/Gun: *Miner's Revenge* (Lazer-Tron)
Bopping/Stomping: *Spider Stompin'* (Island)

What's New

- Carousel's *Smokey Bear Truck* (kiddie ride)
- Cigar Vend's *Cigar Vend* (vending)
- Radar Sales' *Fastball* (specialty)
- O.K. Mfg.'s *Circus World* (bulk vending)
- Sega Pinball's *The X-Files* (pinball)
- Worldwide Leisure's *Viper XI* (motion simulator)

In the news

- Reaction was mixed at the Open Arcade Architecture Forum. sponsored by Intel. Of concern: hardware to handle the (hoped for) stream of software titles using PC technology.
- The 1997 NAMA report showed improvement in overall operating results in the vending industry.
- Lawsuits between Sega and Worldwide Video resurrected old wounds on the parallel board issue.
- The IAFEC designated Sterling & Sterling insurance as official broker for new insurance products for FECs.
- The industry lost Joe Flynn, founder of J & J Distributors in Indianapolis, Ind., and Gerald Goudeau Sr., founder of Gerald's Amusements and Southland Distributing in Lafayette, La.
- Dave & Buster's opened its newest complex, in Cincinnati, Ohio, and announced plans for D & B locations in Asia and Europe.
- Merit Industries celebrated its 20th anniversary.
- OCMA established the Paul Corey Scholarship Fund to honor its longtime executive director.

"What We Said"

"We aren't embracing technology for technology's sake. It's only a tool we use to appeal to basic emotional needs. For us in the coin machine industry, the emotional trigger is entertainment and fun."—Valerie Cognevich

"There is still a glut of redemption equipment on the market, and when manufacturers of the games speak freely they say distribution does not give them any support."—Bonnie Theard

"Representatives of large PC companies like Microsoft and Intel say consumers may employ serious-minded rationalizations when buying a computer but ultimately use it more for fun."—Steve White

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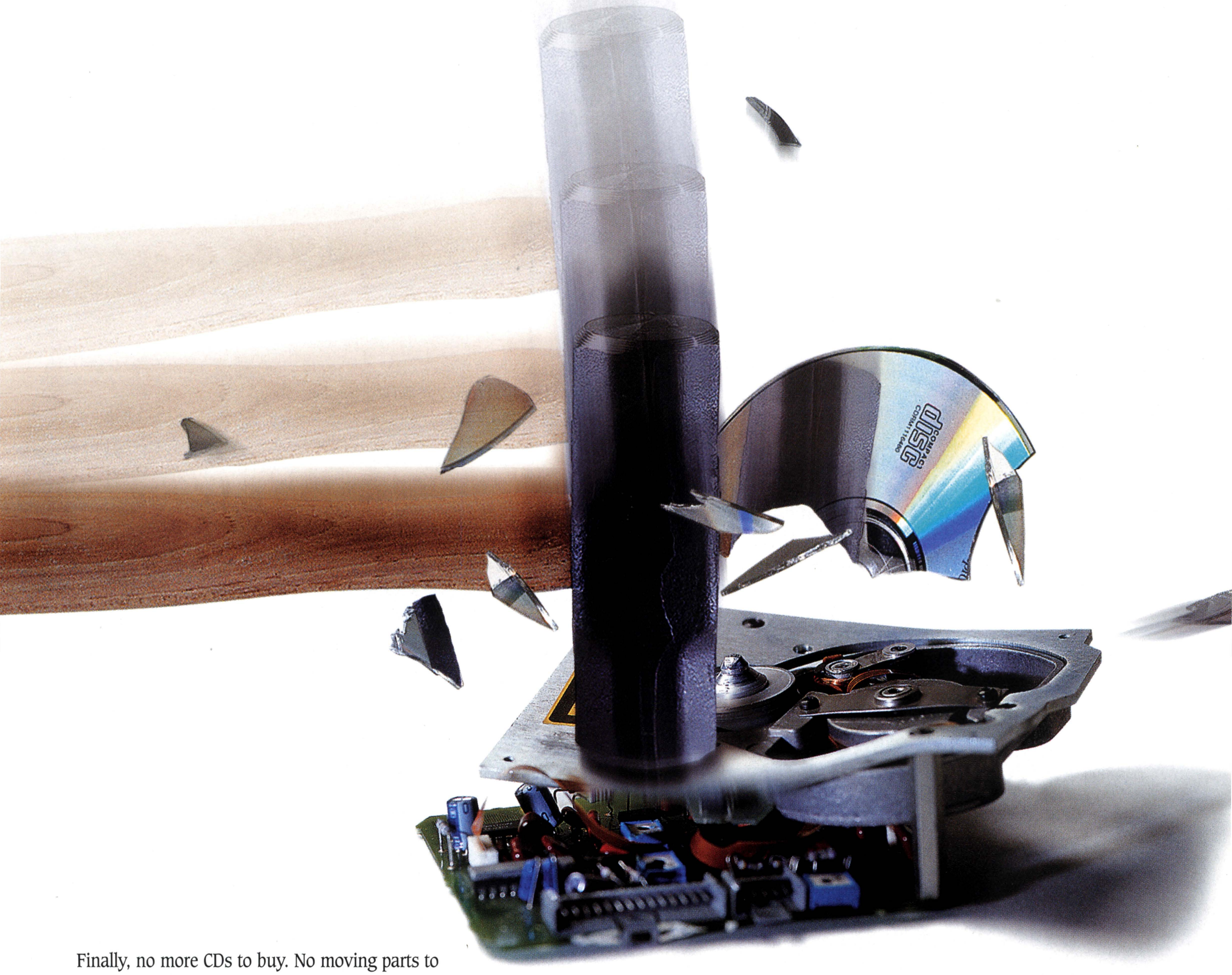

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NOVEMBER

IAAPA Preview/ Fun Expo Wrap Up

All that's family fun: What's in store for the huge parks show and a recap of products and services showcased at the 7th Fun Expo. Also, the latest in prize merchandise for the holidays and all year long, coverage of the 1st LBE Conference, plus a "back to basics" discussion with IAFEC president Harold Skripsky.

Cover Story

Bay Tek celebrated 20 years and an expanded product line. The company that established its reputation with solid roll down games has been branching out with fresh ideas for alley bowlers, light pattern games, and pinball-inspired titles with increasing success. Diversification has been a must to compete, survive, and thrive.

Tom Faranda (l) of Betson and Bob Herman of Ace Amusements at a pre-AMOA open house.

TOP GAMES

Video Simulator: *Top Skater* (Sega)
Video Dedicated: *House of the Dead* (Sega)
Video Kit: *Tekken 3* (Namco)
Pinball: *Medieval Madness* (Williams)
Countertop: *Megatouch XL* (Merit)
Classic: *Out Run* (Sega)
Alley Bowler: *Basket Fever* (Bay Tek)
Sport: *Hoop It Up* (Atari)
Crane: *Rainbow* (Rainbow)
Children's: *Smart Toss Em* (Smart)
Roll Down: *Spin-a-21* (Lazer-Tron)
Novelty: *Cyclone* (ICE)
Coin Drop: *Big Haul* (Benchmark)
Redemption/Gun: *Water Game* (Bob's Space Racers)
Bopping/Stomping: *Spider Stompin'* (Island)

In the News

- A settlement in the Sega vs. Worldwide Video controversy was achieved through the intercession of AMOA.
- The 13th Annual Pinball Expo and Flip Out attracted legions of die-hard fans.
- Dynamo opened a new division, Dynamo Interactive, to focus on developing high-tech products and services.
- Bose Corp. agreed to build full production models of TouchTunes Digital Jukebox units.
- Believe it or not: Another proposal has been made for a new dollar coin depicting the Statue of Liberty. Alas, the paper $1 would stay.
- Gerald's Amusements of Lafayette, La., reached its golden anniversary.
- The Professional & Amateur Pinball Championships are revived; dates are set for February '98.

"WHAT WE SAID"

"Operators know what they need to do to keep their heads above water. They don't take failure lightly. They have heartfelt opinions and strong convictions, and a trade show is just the place to share them with other operators searching for elusive industry trends."—Valerie Cognevich

"The fact is, every operator cannot buy every new game. Impossible. Equipment Poll results clearly prove this to be true."—Bonnie Theard

"The Fun Expo has been on the fast track for the past few years. It has mirrored the rapid growth and subsequent contraction of FECs around the country, and this year's turnout reflected an inevitable leveling off as opposed to a perceptible downturn."—Steve White

What's New

- Astro's *Bowlerama* (coin drop)
- GEI's *Golf Video Retrofit* (kit)
- Incredible Tech.'s *ShuffleShot* (video kit)
- J.P. Distributing's *Gravitron* (bulk vending)
- Lazer-Tron's *Twister* (coin drop)
- Photo Vend's *PhotoGreetings* (specialty)
- Quicksilver's *Merlin's Magic Touch* (bulk vending)
- Sega's *Motor Raid* (video simulator)
- Seidel's *Star Catcher* (coin drop)
- Skee-Ball's *Demolition Zone* (bopping/stomping)
- Strategic Innovation's *Moon Blaster* and *Sports Blaster* (bulk vending)
- Veqtor's *Veqtor Elite* (laser tag)
- West Coast's *Lollipop Exchange* (bulk vending)
- Zamperla's *Pelican Pete, Silly Sub, Seaplane, Daring Dragger,* and *Happy Car* (kiddie rides)

DECEMBER

Donning special "goofy" glasses from Oriental Trading, (l-r): Carlene Jones and Barry, Kyle, Curtis, and Jackie Shepherd at the AMOA Expo in Atlanta.

Year in Review

Relive the top news stories, legal issues, chart-topping games, memorable happenings, innovative product introductions, and advances in technology that shaped the coin-op industry in 1997. Get the scoop on AMOA International Expo '97 and NAMA National as well.

Cover Story

A new vision for the North American marketplace is forming at NSM-America. The company promises "to monitor and test new technologies" and "is committed to developing the products and services that meet operator needs, both now and in the future." The company debuted its latest feature-packed CD jukebox, the *Sapphire*, at AMOA International Expo '97.

During this holiday season, all of us at Play Meter would like to wish our readers the joy of life, success in business, and happiness throughout the year.

The joy of having
good friends
should never be
taken for granted.
Happy Holidays!
Valerie

Merry Christmas
y'all! Bonnie

Mary

Steve

Renée

Ron

Happy
Holidays

JANE

Carol

Carol Ann

"What We Said"

"AMOA Expo's success was in regrouping, sharing conversations with longtime business friends, forming new relationships, and generally realizing that the industry is still viable. We go to AMOA Expo because it's OUR show."
—Valerie Cognevich

"The proof is in the proverbial pudding. But if reworked, already successful home PC game titles are what we have to look forward to, I'm not sure if the pudding will be palatable."
—Bonnie Theard

"The PC clearly is here to stay, and how it is used will be a major factor in operators' future success or failure."—Steve White

In the News

- AMOA members rejected or set aside all but one of five controversial proposals to reshape the board of directors and rename the association.
- It's not soup yet! With rare exception, location-ready games are not yet available a year after Microsoft proposed a PC-based game platform to open the industry to more software developers.
- Both Sega GameWorks and Worldwide Video Entertainment agreed to drop their respective lawsuits in the matter of the importation of a kit version of Sega's *House of the Dead*.
- Putt-Putt Golf & Games launched its newest division, Putt-Putt Games to Go, a video game trading network specifically for Putt-Putt franchisees.
- Play-by-Play introduced Talkin' Tots, its initial entry into the large doll market and its first television promoted product. Talkin' Tots is a pair of dolls that talk and sing to each other through the use of infrared sensors.

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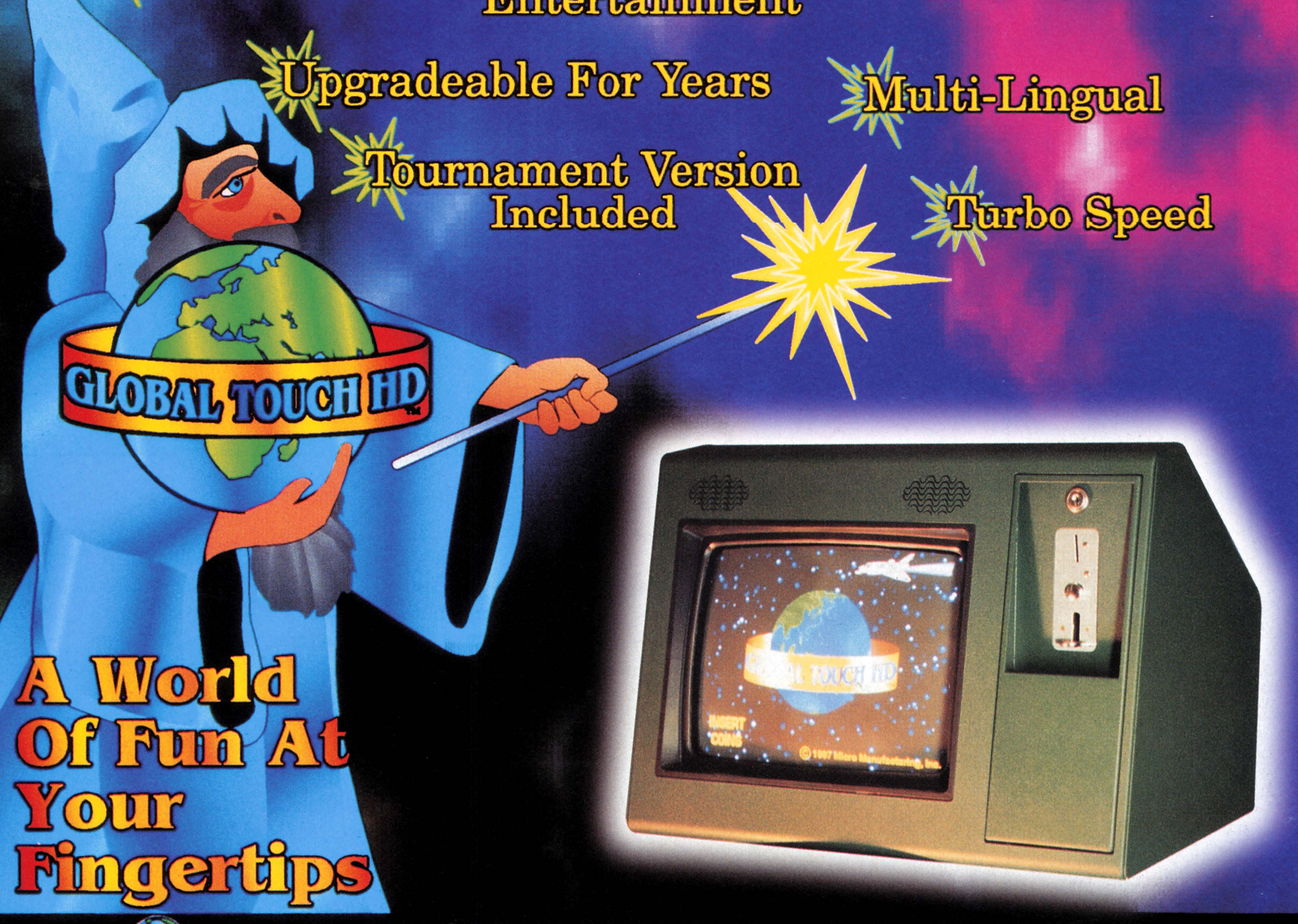
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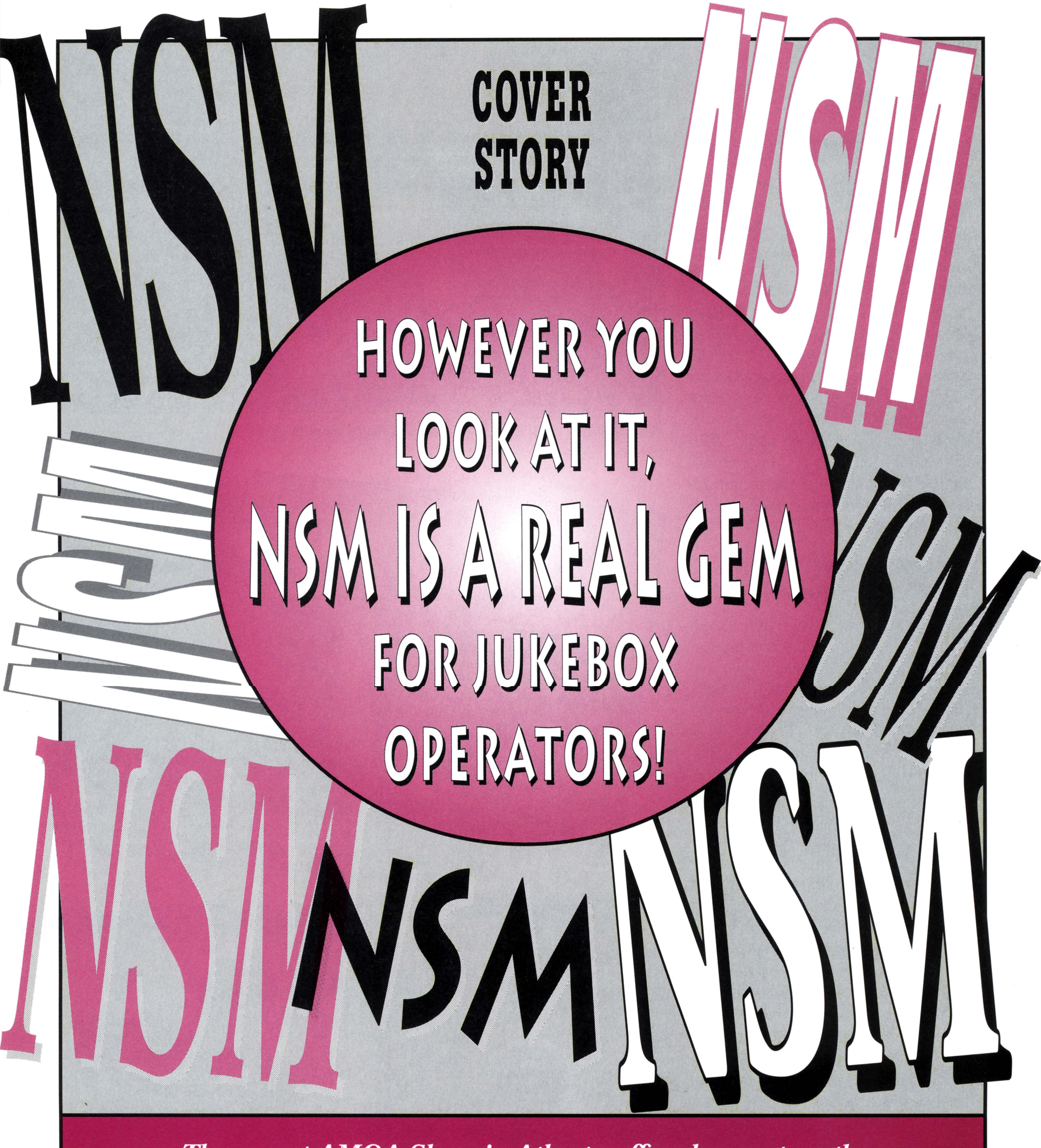


HOWEVER YOU LOOK AT IT, NSM IS A REAL GEM FOR JUKEBOX OPERATORS!

The recent AMOA Show in Atlanta offered operators the opportunity to view a number of new products and services. While many of these were impressive, no company surprised and pleased operators and distributors as much as the "new" NSM.

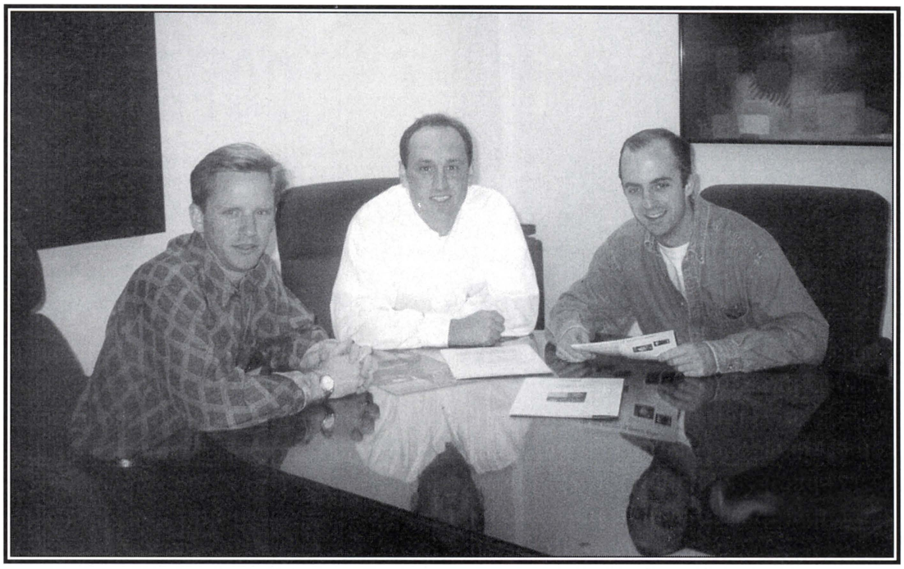
A NEW PHILOSOPHY

The basis of NSM's philosophy involves an entirely new approach. "Changes in personnel, product offerings, and business strategy have been developed over the last several months," states NSM's executive vice president Bill Ward. "We have cultivated a strategy that is based on NSM's view of how we should address the North American marketplace. As new technologies are developed and introduced, NSM will monitor and test these technologies" Ward added. With this strategy in mind, NSM is committed to developing the products and services to meet operator needs, both now and in the future.

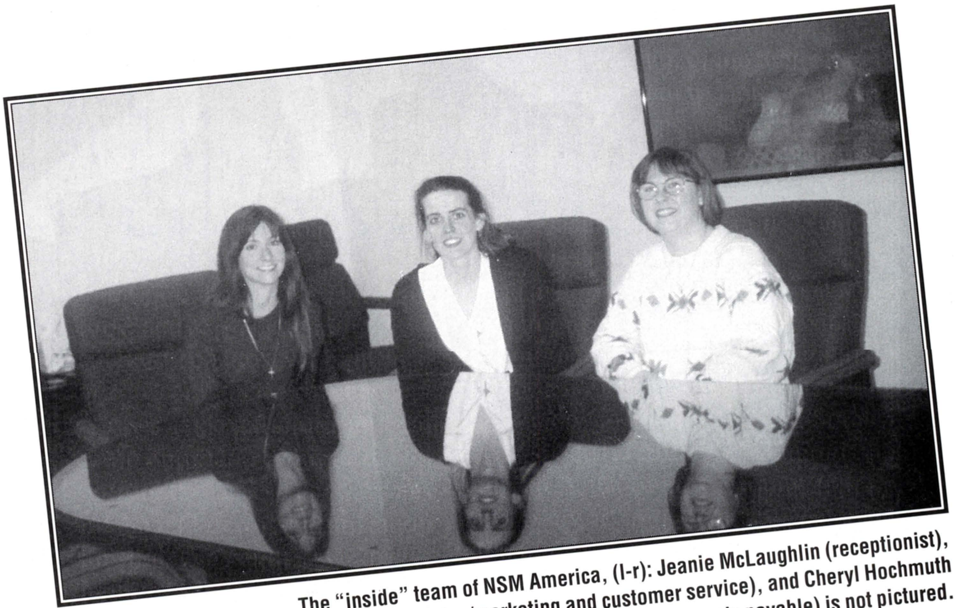
LEARNING FROM THE PAST

As NSM moves forward in its development of jukebox products, it does so by looking at its history and the technological milestones it has achieved. For instance, NSM introduced the first electronic jukebox, the *Century 21*, in 1974 and claims this technology became the standard in vinyl jukeboxes for years. As NSM's longest-tenured parts manager, Orlando Marrero can testify to the durability of these jukeboxes. "The fact that so many of our vinyl jukeboxes are still in operation is proof of the quality in both design and technology. These vinyl jukeboxes are durable and well-made," explained Marrero, adding that these jukeboxes helped establish NSM's position in the North American jukebox market.

As CD music appeared on the horizon, NSM once again used its technological resources to develop a quality jukebox designed for this new music. NSM developed a mechanism designed exclusively for CD technology. This CD changer, as well as its two successive generations, has demonstrated a superior level of performance to the vinyl mechanisms that were modified to play CDs introduced by some other manufacturers. In particular, the speed; non-contact handling of CDs;



NSM's sales team, (l-r): David Drouilliard, Todd Martin, and John Tracy.



The "inside" team of NSM America, (l-r): Jeanie McLaughlin (receptionist), Maureen Coyle (sales/marketing and customer service), and Cheryl Hochmuth (accounts receivable). Marge Boccio (accounts payable) is not pictured.

'94 1 12

NSM's service team, (l-r): Joey Socorro, Tony Lantz, and Ken Kufner.

and an environment that minimizes the effects of dust, dirt, and smoke on the CD thus reducing maintenance. Other systems demonstrated shortcomings in performance based on these criteria.

PROVIDING FOR THE PRESENT

As noted above, changes in personnel have resulted in NSM looking "inside itself" to determine its strengths and weaknesses. This critical analysis has included an examination of the efforts of the NSM team in both Germany and the United States as well as the condition of the North American market. "We realized that while we believe that we've built strong, steady-earning products for a number of years, there are areas in which we can better serve North American operators," notes Klaus Rotermundt, head of NSM's M.U.S.I.C. division worldwide.

This conclusion came after extensive visits with distributors and operators throughout the United States and Canada. "After Bill joined NSM," commented CFO Jurgen Jost, "it was decided that the best way to get a real understanding of operators' needs is by visiting with a number of operators and distributors. This way, we get a first-hand, personal understanding of their likes, dislikes, wants, and needs. They can tell us what types of jukebox products they require to generate strong earnings vital for success and growth."

Added marketing manager John Tracy, "It's impossible to build the types of products a market needs without reaching out to that market and together defining what their music requirements are. It is as important to speak with those not using your product as it is with those who are." All agree that these meetings have served as a valuable education for NSM newcomers like Todd Martin and Bill Ward as well as veterans Dave Drouillard, Keith White, and John Tracy. In addition, this feedback has been valuable in product development.

NSM AMERICA INC.
1158 TOWER LANE

NSM's after-sale team, (l-r): Fred Socorro (technician), Orlando Marrero (parts manager), Luke Schiro (warehouse manager), Ken Kufner (technician), Joey Socorro and Tony Lantz (service manager).

NSM's long-time, well-traveled (so much so he missed our cover shot) training manager Keith White.

NSM's research has led the company to the following conclusions:

- The marketplace for the traditional CD jukebox in North America is alive and well. "While sales have diminished in this mature market," offered Ward, "we still see significant opportunities for replacement sales as well as sales opportunities from those operating other manufacturers' jukeboxes."
- Market acceptance of the wall jukebox concept remains strong. "Since 1990, when NSM introduced the first wall jukebox," states Tracy, "we've enjoyed the lion's share of the wall jukebox market. Since several of our competitors have recently invested R&D resources to develop their own wall jukebox models, it is clearly a substantial market."

"In spite of this new competition," added White, "we still believe that our wall jukebox is the best on the market."

- Sales growth and market acceptance of NSM floor and wall jukeboxes in Mexico and South America continues to be strong. Sales manager David Drouillard has spearheaded the growth of NSM's sales in these markets for Latin and South America. "Opening and growing the markets in Mexico and Brazil has been a long process," offered Drouillard. "It has taken a great deal of investment, both in time and resources, to build the strong partnerships that NSM now has in Puerto Rico, Mexico, Brazil, and Argentina. It is these business relationships that continue to grow and strengthen as the markets expand and our commitment to these markets is intensified. NSM's sales in these markets in 1997 is its highest ever, with 1998 likely to exceed these figures."

- As competition in the floor jukebox market has increased, NSM has modified its pricing on the *Digital Thunder* jukebox. "Since implementing a price reduction on the *Digital Thunder*, we've seen a significant increase in sales," observed Todd Martin. "This was an example of implementing input we received from the market."

"This price reduction has had a positive impact, with operators getting a strong value for their purchase," adds sales/marketing/customer service representative Maureen Coyle.

- One of NSM's goals over the past few years has been total customer satisfaction. While this is a high standard, it is one that NSM is constantly working to achieve and maintain. In no area is this more important than after-sale service. Service Manager Tony Lantz notes, "as a service/parts center, we look to address problems as they arise as well as work on measures to eliminate problems before they occur." One such example of NSM's service efforts is their resolution to the Phillip's CDM12 laser problem. (See insert.)

These observations have served as the stimulus for many changes that NSM has implemented or is working to implement. "One persistent comment we heard," said Ward, "was that *Digital Thunder* didn't meet the needs of many operators." Instead of ignoring these negative comments, NSM has moved forward armed with the knowledge of what it needs to do to correct the shortcoming.

PLANNING FOR THE FUTURE

While the industry has been seeing new downloading capabilities, NSM still believes that enhanced versions of current CD technology will be the standard in the coin-op market for the next five to seven years. Operators need this type of products to help maintain and build their route businesses.

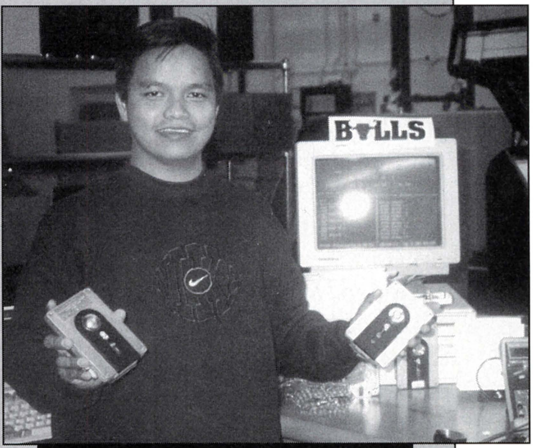
With this consideration in mind, NSM's development team in Germany has gone back to the drawing board to develop a floor jukebox that meets the needs of the North American market. These efforts have led to the development and introduction of NSM's new *Sapphire* jukebox. The features of this jukebox include those qualities most important to jukebox operators:

- A very quick 16-jacket display
- NSM's eye-catching, high-performance MBC III CD changer, visible in the top section of the jukebox cabinet
- A lower front glass with easily ex-

NSM's CDM12 Solution

During the past year, music operators throughout North, Central, and South America have encountered service problems involving the CDM12 laser. While different jukebox manufacturers have proposed several solutions, NSM believes that its solution is the one that is the most effective.

While the introduction of Phillip's AH03 version has diminished the laser's shortcomings, problems are still encountered. These ongoing problems led NSM's engineers to work diligently on different solutions. In particular, NSM's solution focuses on the laser's rails, as NSM's CDM12 expert Joey Socorro explained, "Our engineers in Germany determined that when the rails are not entirely smooth the laser can skip as the 'sled' runs over these bumps. To ensure that a repaired CDM12 laser has a smooth surface, we smooth the rail surface from the top of the laser and insert a metal bar over the existing bottom flat rail inside the laser. These steps ensure that the sled moves back and forth on a smooth surface."


NSM's CDM12 expert Joey Socorro

These procedures, implemented in mid-May, have proven quite successful. "Since we began using these repair procedures," emphasized NSM's service manager Tony Lantz, "we have encountered no returned CDM12 laser units. The repair volume on the CDM12 has been high and really stretched our shop resources. But it is worth it to know that we are resolving a problem that has been very disruptive to our operator customers."

Some of the key NSM Aktiengesellschaft figures behind the new *Sapphire* jukebox, (l-r): product engineer Boerge Heidesberger, product advisor Ole Rom, and NSM founder Mr. Wilhelm Menke (the "M" of NSM).

changeable graphics

- ES 5.1 programming technology, including over 100 programs
- 250 RMS amplifier
- Data retrieval capability

All of these features and functions are incorporated into an attractive cabinet design that will enhance any type of location. "In the *Sapphire*," notes Ward, "NSM has designed a floor jukebox that meets, even exceeds, the demands of North American operators."

When the subject of new technologies, especially digitally downloading, is raised in coin-op circles, many ask why NSM has chosen to develop a traditional jukebox instead of focusing on some of the new technologies. NSM readily admits that it has been immersed in researching and testing these technologies for some time, and has chosen not to market (at this time) these technologies in the United States for the following reasons:

- NSM has been testing this technology since the late ‘80s and has developed economically practical equipment that has performed well in field testing. "We do not dispute the economic feasibility of digital downloading," admitted Ward. "But we don't believe this technology is pursuable at this time due to commercial issues."
- The most significant commercial issue is licensing. "While we have seen some attempts to resolve this issue," explained Ward, "it is unresolved today and as far as the United States is concerned, it will likely be some time before this matter is settled. This directly affects the availability of music, and having the right selection of music is directly proportional to the earning ability of a jukebox. There will have to be some changes in the recording industry in the United States before licensing becomes practical. Unlike some countries where central organizations can grant all the rights, the United States is fragmented and needs to be consolidated."

Added Martin, "Until all segments of the industry can unite and resolve the granting of copyrights, it will be very difficult to organize a proper selection for digital jukeboxes."

- The digital downloading jukebox still has a deficiency. "NSM has faced this same deficiency of title display method in recent times," noted Tracy. "We are well aware of its significance. The user interface as seen on the latest models of CD jukeboxes far outstrips any economical computer monitor solutions; a digital downloading box would require a huge, expensive monitor to accomplish equivalency."

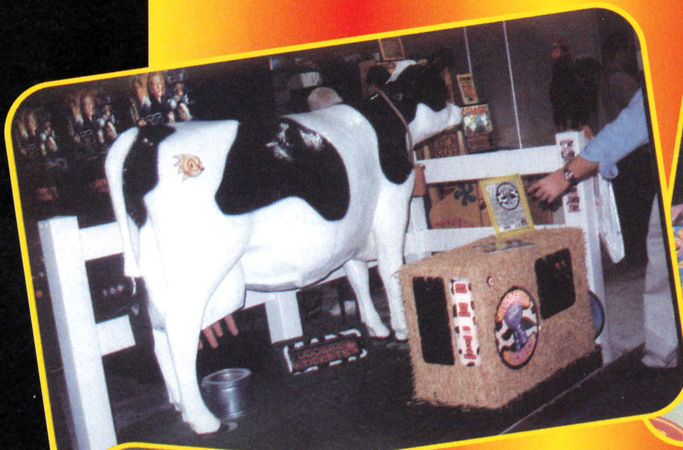
It is NSM's assessment that implementing a downloading jukebox in the United States at this time is not practical for the above-noted reasons. "We do, however, feel it is a practical development for certain markets," offered NSM America president Dr. Thomas Kuehl. "Wherever a significant operator is managing a large number of jukeboxes, pursuing such digital downloading is practical, and NSM is working very hard to meet their needs. Since NSM has always been in the forefront of developing new technologies, we must also work on other fronts to make them sound from a business standpoint. To do this we must work at resolving licensing issues and deal with the commercial aspects that allow the operator to earn more money."

A FINAL THOUGHT

With a goal of providing jukebox operators with products and services that meet their demand, the introduction of the *Sapphire* is a significant first step. "We were very encouraged with the response that we received regarding our new jukebox," said Ward. "In particular, operators and distributors believe that the combination of our MBC III CD changer with our new 16-jacket title display is a winner." NSM believes that its combination of quality technological products, comprehensive support, and conscientious awareness of operator needs will be the winning combination and the driving force behind NSM's goal to attain a greater share of the North American jukebox market. ▲

WOODY & CHILLY

SCENES FROM AMOA



Mr. Potato Head

STICKER STATION
PHOTO STICKERS
SMILE
SMILE
HERE!

AMOA '97: A technological tidal wave

VALERIE COGNEVICH

The Amusement and Music Operators Association held its 49th annual convention and trade show in Atlanta,Ga.'s Georgia World Congress Center in late October. Show organizers boasted an attendance just over 6,000 and exhibit space totalling 72,000 square feet.

But to experienced showgoers, or even newcomers, figures must be taken with more than a pinch of salt.What matters is whether you accomplished what you set out to do and perhaps even more. For most, they met or exceeded their goals. An overhead look of the show floor confirmed what many were saying: it didn't look very crowded. However, traveling down the aisles made it clear that we were talking quality, not quantity. "I'd rather have fewer people when those people are the ones making buying decisions," observed one exhibitor. Another agreed, "I have been busier at this show than I've been in a long time."

AMOA is an association formed and run by street operators. Its show reflects that, perhaps now more than in the past. It's becoming evident that every show is not going to satisfy the needs of everyone. Fun Expo, held the month previously, has its own niche in the entertainment industry while IAAPA continues to redefine its role.

The coin-op industry has grown and matured in a number of ways over the last two decades. Only 25 years ago, *Pong* was tantalizing an industry dominated by pinball, jukeboxes, shuffleboards, and pool. Now we're seeing Internet terminals and downloaded music. Quite a change no one would argue. But what does that mean?

THE COW

It might seem a little odd to single out this bizarre piece of equipment to fully understand what the AMOA show told the world about our industry. The cow, actually a Sega Pinball game called *Udderly Tickets*, was a life size cow with udders that lit up randomly. Players would kneel down and try to grab the lit udder. Now here's the explanation:

Some people found a renewed hope for the industry because of this cow. Why? As one operator stated, "That cow tells me that someone, somewhere is still putting forth the effort to come out with something really new and really different. When I stop seeing that, I'll know that the industry is on its deathbed."

An exhibitor, new to the industry, had this slant on the industry based on his observation of the cow: "This is an industry with operators more than willing to pay good money for anything that will attract customers and is interesting and a new concept."

And finally, this point well taken: "I've been by the booth that has the cow and am fascinated. Here's an industry that takes technology and instead of looking for really high-tech ways to utilize it, uses it to create something as strange as a cow that moos

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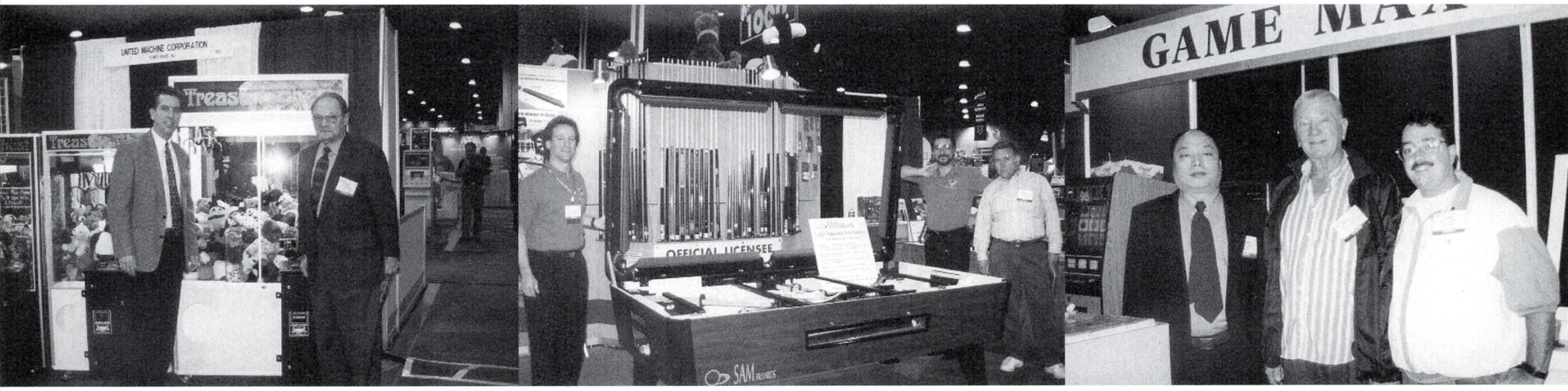
LEFT: Rob Lambeth (l) and Annette Birch of McGregor Enterprises smile for the camera. CENTER: From left: Dan Wilkerson of Play-By-Play; operators Jim Root and Carl Rodenbaugh; Patricia Asbun-Dunn, Dan Silberman, and Steve Barr of Play-By-Play; and operator Jimmy Denman. RIGHT: Pentranic staff, (l-r): Dominic Flagiello, Richard Gromadzki, and Ken Seale.


UNITED MACHINE CORPORATION
OFFICIAL LICENSEE
SAM BILLIARDS
GAME MA

LEFT: Dan Dinnebeil (l) of United Machine shows off his crane to Jerry Marcus of Atlas Dist. CENTER: Jeff Blackoff (l) and Mike Toone of J-S Sales show operator Wayne Brantley (r) the easy service *SAM* billiard table. RIGHT: Operator Byron Everts (c) with George Young (l) and Frank Azzurro of GameMax.

The Legend in
Reliable Coin Flow
COMPETITIVE PRODUCTS CORP.
OUR N
HS-5

LEFT: Butch Bruner (l) of Imonex and AMOA president Jerry Derrick of Derrick Music Co. CENTER: Mike Paziora (l) and Bill Ray (r) of Competitive Products enjoy posing with Beverly Macke of Cadillac Jack. RIGHT: From left: Ross Smith of Quantum 3D, Albert Teng of Intel, and Dennis Sable of Greystone.

Williams
DWAY
PLAY METER Magazine
PLAYMETER
FURLONG
FURLONG

LEFT: Williams Bally/Midway service at its best, (l-r): Tom Cahill, Lucy Varela, and Greg McKay. CENTER: Lenore Fromm shows Randy's tapes for game machine repair at the Play Meter booth. RIGHT: Namco's Frank Cosentino (l) and Alpha Omega's Steve Epstein seated on Namco's *Final Furlong.*

when you grab its udders. It's called *Udderly Tickets*, but it's really utterly amazing!"

Jim Sanchez of Bose (the company recently signed a contract with TouchTunes, Bose's first collaboration with a jukebox company) said he doesn't think those walking the AMOA floor fully appreciate the impact technology will ultimately have on the industry as a whole. "Consumers are experiencing new technology every day. It's out there and the industry has to realize that their customers are not the operator buying the equipment, it's the customers who drop the coins into the equipment."

> "I think people are beginning to expect way too much from a trade show. The market conditions dictate what we can expect, but there's always the inevitable comparisons to other shows or previous ones."

AMOA is a coin-op show hosted by operators—traditional street operators for the most part—and that's who was there. There wasn't an overwhelming number of family fun center owners and amusement park owners didn't attend, but then they have their own shows. AMOA represents a core business, the grass roots of coin-op. This is the show where video games, pinballs, jukeboxes, and the staples of traditional street routes shine. There wasn't an overwhelming number of redemption games, but there were some, namely from companies that have found their niche in this market like I.C.E., LazerTron, Skee-Ball, Smart, and others.

But countertops and video gaming machines were in abundance. There was even a cigar vending machine that should be a welcome addition to upscale restaurants and bars. Operators still searched for video games (finding a real cute one in an unlikely booth where I.C.E. previewed *EggVenture*) and kits. Sega offered some attractive choices as did Namco, but operators tended to agree they were a little out of price range. Midway's *NFL Blitz* received widespread praise as did SNK's *Neo Geo 64*.

Microsoft and Intel have expressed a commitment to the industry and street operators are going to be the beneficiary of their resources. Both were there to answer questions and give a preview of what they're working on. AMOA's project, NANI, continues to make promises to the industry and it too was anxious to present its current status, including a collaboration with Compaq. It was high-tech heaven in developer's row, but this operator said it best: "There are a lot of promises, a lot of speculation, and even more uncertainty about how all this high-tech is going to benefit our industry. But in the long run, I don't care where the games come from as long as someone gives me something to make money.

Along with the prospects of Microsoft and Intel playing a major role in the coin-op industry, it seems clear that operators will be seeking quality cabinets to be able to utilize this concept. Companies from Dynamo to Fun Co. showed a line of cabinets, of course, not just for the new open arcade architiecture but when it's in place cabinets will be available. But a word of caution was uttered here by this operator: "I'd like to tell other operators to look at more than just price when buying cabinets. Yes, most look alike and it's puzzling why they could vary in price, but believe me, there are reasons. I've used Dynamo cabinets and wouldn't change. However, I've seen some here that look very good, but I've seen some that are crap. Do your homework."

However, if you're in the market for a photo sticker vendor, you didn't have to look far. These machines are hot, hot, hot even while many are dotting i's and crossing t's on licensing agreements and lawsuits. Data East had one that made the customer's picture into a stamp. There were lines forming for three days for this one!

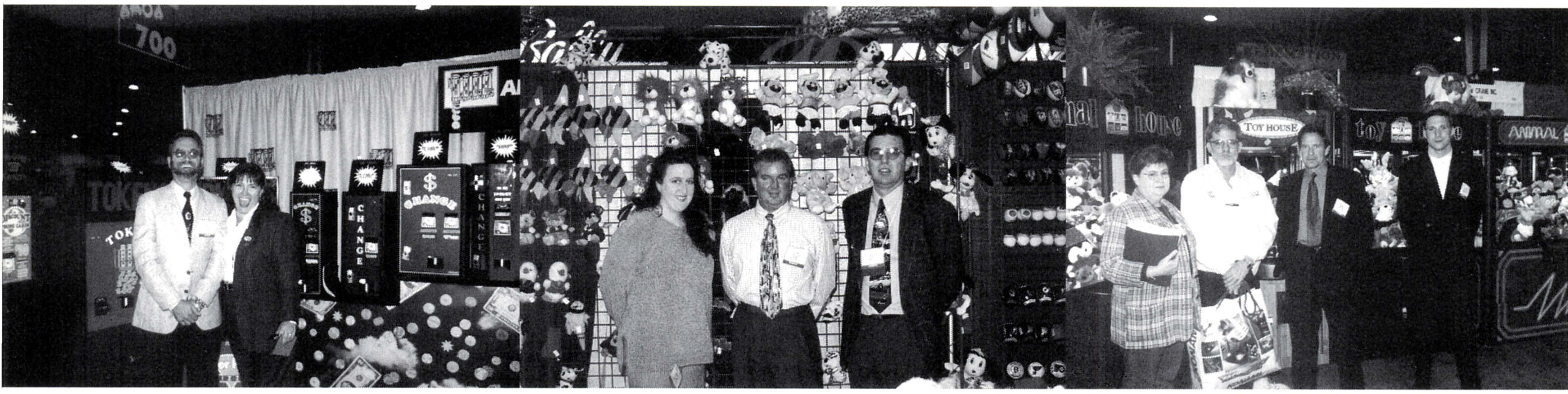
But as operators walked the aisles searching for the next big hit or the latest technology we heard this comment, "I think people are beginning to expect way too much from a trade show. The market conditions dictate what we can expect, but there's always the inevitable comparisons to other shows or previous ones."

There were numerous discussions at the show, just as there have been in the past, about the fate of the trade shows. Will they merge? Will they go out of business? What will happen? Everyone had an opinion, but one thing was clear. AMOA has not lost its power to draw the heart of the coin-op business. "I've gone to other shows, but I find that I see more of the people I need to see here. I'll always come to AMOA," noted one operator.

Another agreed adding, "I'm a street operator first and foremost. Yes, I've opened arcades and FECs in the past couple of years, but I still describe myself as a street operator. And that's why I come to AMOA every year. Granted, I attend other shows and they each have their strong points, but isn't that the way it should be?"

Comments like these echoed throughout the show. The seminar program was cited by many as an important reason they come to the show. "I came to AMOA for several years and was terribly disappointed in the seminars. However, they seem to have gotten better. Randy Fromm had the Technician's Obstacle Course that would have been worth the trip.

"If AMOA continues to offer programs like Randy's then operators will start bringing their technicians and maybe even going through it themselves. But with the way things are in the industry, AMOA is going to have to put an awful lot of time and effort into making sure the seminars are worthy of standing on their own or operators will just not come back." ▲



LEFT: Coin ConneXion's Ricky Ross and Southland Dist.'s Paula Russell stop at the American Changer booth. CENTER: The Prizes! team, (l-r): Kelly Hess, Ron Wiker, and Rod Akers. RIGHT: By Rainbow Crane's *Toy House*, (l-r): Flip-A-Coin's Aran Dean and Jack Flippo and Rainbow's Stann Smith and Michael O'Neil.

LEFT: A new sit-down game system called Galaxy Games is shown by CES's Joe Bundra (l) and Keith Kolmos. CENTER: Kent Kingston of Mountain Coin (r) looks at *San Francisco Rush-the Rock* with, (l-r): John Geraci, John Ray and Elaine Shirley of Atari. RIGHT: Williams Bally/Midway's Joe Dillion and Michal-Lynn Jakata next to *Off Road Challenge.*

LEFT: On front of the *Top Gun Challenge,* (l-r): Arachnid's Sam Zammuto, Einar Askvig, and Gene Harlan. CENTER: Showing off Micro Mfg.'s new *Global Touch,*(l-r): Micro's Lita Miller, Kendra Robichaud, Sophe Diaz, and Dave Winton. RIGHT: With the *Big Cat* pool table, (l-r): Alain Cote of Amusements Cote, Joe Franz of H.A. Franz, and Chuck Milhem and James Griffiths of Valley.

LEFT: Hoffman Mint's Michael Hoffman (r) proudly shows his wildlife medallion to Game House's Walter Silva (c). Al Sterling is at left. CENTER: By *Rushing Heroes*, (l-r): Coin-op International's Mark Grieger, Konami's Darren Decatoire, Worldwide Video's Brad Brown, and Brady Dist.'s Chris Brady. RIGHT: At the Capcom booth, (l-r): Capcom's Ron Malinowski and Steve Blattspieler, Mountain Coin's Don Waters, and Capcom's Satinder Bhutani.

AMOA VIEWPOINT

Operator
Greg Goudeau's
quest for an explanation of the PC-based system

In response to all the hype about PC based games being the potential salvation of our industry, our company, Gerald's Amusement Machines, sat down and talked about the direction in which the amusement machine industry is headed. We had heard about the PC based open arcade system and set out with the goal of finding out more about it. Here's what I did:

I attended the Intel seminar on Thursday morning, ready with a tape recorder in hand to get a jump on the rest of the competition. From an operator's point of veiw, I listened intently to keynote speaker Claude Leglise of Intel, hoping to have the whole picture painted for me. Well, I left with my canvas incomplete. Mr. Leglise was very knowledgeable about the roll Intel is to play in the open arcade system, but didn't give the nuts and bolts about how an operator was to get started in the future of the industry.

I decided I was going to go down to the convention floor on my own and find someone who could take an operator from A to Z on how the concept of a PC open arcade is supposed to work. Well, it wasn't long before I realized that I had a harder job on my hands than I expected.

I talked to three people at the Intel booth, with no one being able to tell me what steps an operator would need to take to get to the future. Onto the Microsoft booth where I asked two people the same questions. Same result, no luck. I was able to pick up bits and pieces of information along the way, but I still didn't have the whole picture.

It was suggested that I talk with someone at the Dynamo booth, so I did. I had a few more pieces of the puzzle but still not enough to see the whole picture. By the time I made it to the HanaHo booth, I had compiled enough information on my own, but I wanted to see if I could find one person who could give an opertor all the information he requested.

A representative of HanaHo was the source I had been looking for. When I asked him if he could tell an operator what he had to do to get started on the PC based open arcade system, he was more than willing to share the information he had. What I heard finally matched up with everything I had been trying to piece together.

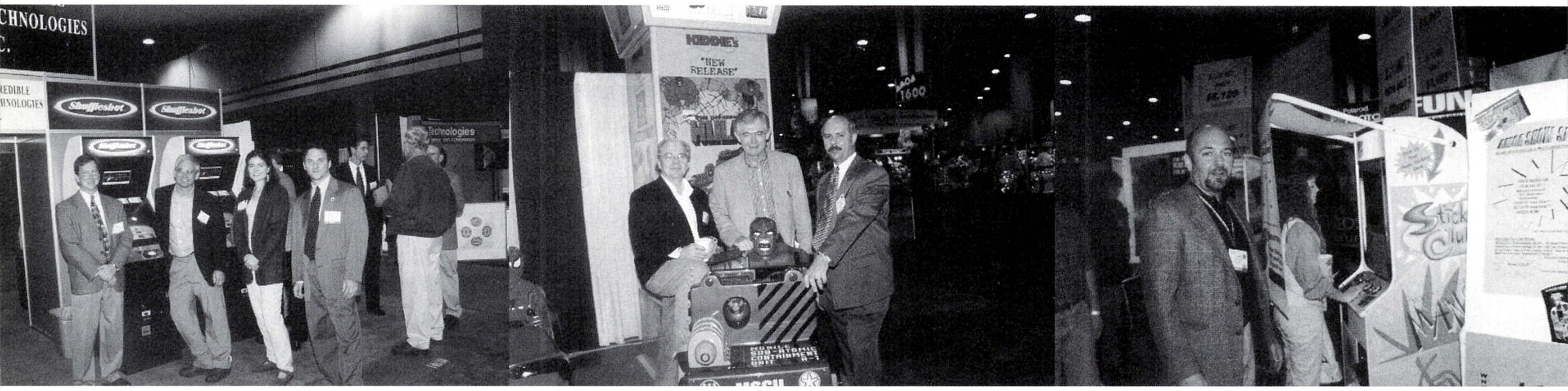
THE ANSWER

I found out that an operator could purchase through a distributor a HanaHo cabinet with a personal computer already placed in it with a game on the hard drive. The arcade pieces would be able to be linked up via a standard RJ45 cable for competition play. Also games can be connected to a server through HanaHo for competition from location to location.

Whether or not the PC based open arcade system will be "the future" of the amusement machine industry, I guess only time will tell. As far as what I set out to do before the AMOA show—mission accomplished! ▲

PHONE CARDS

LEFT: Franco Dist.'s Jeff Greene (seated) checks the new Smart *Prize Circus* with Mike Smith (l) and Gordon Smart. CENTER: Rowe International's David Sadler (l) and Joel Friedman pose next to the new wall model, *The Storm.* RIGHT: Phone Card dispensers are a hot item at Hamilton Mfg., according to Brad Quay (l) and Patrick Reddington.


Shuffleshot
Shuffleshot
KIDDIE'S
"NEW RELEASE"

LEFT: Incredible Technologies' *Shuffleshot* gets a once-over, (l-r): IT's Larry Hodgson, Valley Vending's Jake Lakey, and IT's Elaine Ditton and Scott Morrison. CENTER: Kiddie Mfg.'s Eric Torres (r) show off the new *Hulk* kiddie ride to Allied Vending's Dan Coffman (r) and Bill Sullivan. RIGHT: Pamela Griffith of Carter Amusements samples PVI's *Sticker Club* machine as PVI's John Sasso watches.

NSM MUSIC
Apparatus
TouchTunes
BOSE

LEFT: Shelly Sax (l) and Ray Tanzer next to *Udderly Tickets*, a redemption game by Joe KaminKOW of Sega Pinball. CENTER: Antique Apparatus/Rock-Ola's Louis Rummenigge (c) talks with Amusement Service Ltd.'s Keith Hunt (l) and Colin Bowler. RIGHT: Digital downloading is here! At TouchTunes, (l-r): Kathie Swenn, Dan McAllister, Ralph Mastronardi, and Jim Sanchez of Bose Corp.

WELLS-GARDNER
WELLS-GARDNER
WG
70 Years of Innovation
NSM
NSM
Like Fine Furniture
OAKMONT

LEFT: A happy group, (l-r): Wells-Gardner's Jay Pollitt and Mark Komorowski, Quantum 3-D's Susan Hopp, and Greystone's Dennis Sable. CENTER: By NSM's new *Sapphire*, (l-r): Franco Dist.'s Craig Boyd and NSM's Bill Ward, John Tracy, and Dave Drouillard. RIGHT: Mission Crane's Steve Soto and Candy Klimes with double and single 60-inch cranes in a variety of hardwood finishes.

General membership meeting draws *lively* crowd

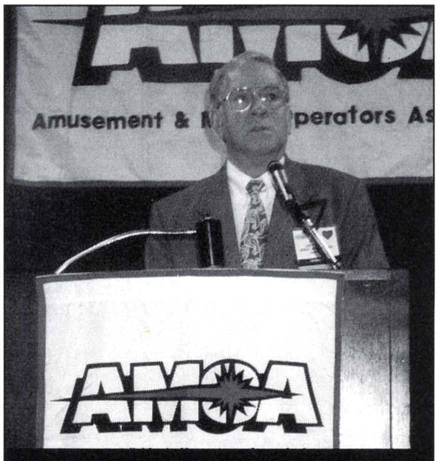
Led by a group of vocal past presidents, members of AMOA rejected or set aside all but one of five controversial proposals to reshape the AMOA's board of directors and rename the association. The vote came at the annual membership meeting held during AMOA '97 in Atlanta.

Here is a look at the five major issues:

1) Allowing manufacturers on the board of directors. While manufacturers have always been welcome as members, they were never considered nor were they eligible for the board. Past president Bob Nims of Lucky Coin/AMA in Metairie, La., noted that while he felt confident that the membership would not have as much of a problem voting in manufacturers (up to six was the proposal) on a 48-member board, the issue of whether to reduce the number of board members to 21 had yet to be voted on. "I think this is like putting the cart before the horse," he lamented. "I don't know how I'd vote for this."

Another past president, John Estridge of Southern Games in Nashville, Tenn., concurred and made a motion to shelve this proposal until a later date. He said, "I'm here to find the best solution to see this association around for another 50 years." His motion was seconded and a majority voted to table the issue and explore the possibility of operator representation on the American Amusement Machine Association's (AAMA) board.

2) Cutting the number of board members from 48 to 21. While currently encouraging board members from every state, the new proposal would have divided the country into regions and board members would represent those regions. This proposal brought a plea from several past presidents to reconsider. Their reasons are echoed in these words from Nims, "The reason we have AMOA today is because it was formed to have a presence in Washington to defeat detrimental legislation from the performing rights societies. We did a good job and one of the reasons we did is because we had representation from all over the country, from nearly every state. How can we accomplish such positive things with only 21 people. You won't have enough grass roots effort. The 48 member board is working. Don't try to fix something that isn't broken."



Outgoing president Jerry Derrick welcomes AMOA members to the early morning meeting.

Distributor Royce Green agreed saying, "We need the representation in each and every state."

In a touching speech, David Todaro of TAVS in Bryan, Texas, and son of long-time AMOA and board member Ross Todaro, told the group, "I have never spoken at one of these meetings before and I may never speak again but I have something to say. I learned when I first got into the business that my dad has value, just as every person on the board has value. AMOA shouldn't sell itself short by diminishing its value." This proposal was voted down by a whopping majority of 56 to 11.

3) Changing the structure of committees. It would call for nine standing committees compared to the three dozen in place now, some apparently inactive for quite some time. Although there would be fewer committees, a plan is in place for ad hoc committees should it be necessary. This was passed 63 to six.

4) Restructuring the executive board. This proposal called for downsizing the number on the executive board. It was voted down—although the vote was extremely close—36 to 34.

5) Change the name of the association. The proposal, which has been discussed for a number of years, would call for the association to be renamed the Amusement and Music Owners (instead of operators) Association. Past president Leoma Ballard of Belle Amusement in Charleston, W.Va., said, "This association was started, planned, and financed by operators. We don't need to change the name." Past president Jack Kerner of Melo-Tone Vending in Somerville, Mass., added, "I could see changing the name if we had voted to add manufacturers to the board. But since that proposal has been shelved, we should leave it the way it is." The proposal was voted down by a close margin, 37 to 33.

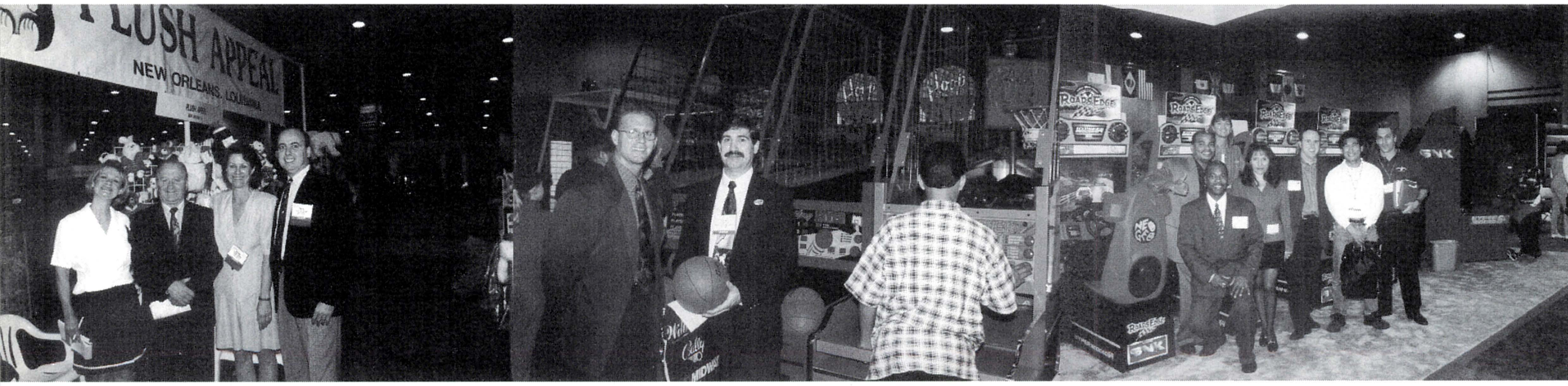
These proposed changes were dissected, discussed, and discouraged or encouraged by passionate pleas from the audience. The meeting drew an impressive number of past AMOA presidents, according to immediate past president Randy Chilton, more than he's ever seen in his 15 years in the business!

Dynamo
Twister

LEFT: Play Meter's technical columnist Randy Fromm speaking at the Technicians' Obstacle Course. CENTER: At the Dynamo booth, (l-r): Dynamo's Mick White and Chris Brady with Fun World's Tim O'Reilly and Kevin O'Reilly. RIGHT: By *Twister,* (l-r): Lazer-Tron's Stephanie Petermeier and Amy Adame, Mike's Vending's Mike Smith, and ADA Amusement's Nick Shaw.

$1 VALUE RIDE
That's the time of 3 rides for the price of 2
Havoline
Coin ConneXion
Perfect for Windows
NEW GAME
FUN

LEFT: Little Tyler Peerman (Bulls-eye Darts) gets a ride on Carousel's *Speedster II*, as Brad Veatch looks on. CENTER: All smiles, (l-r): Coin ConneXion's Cindy Linquist, Ricky Ross, John Mette, and Lynn Tordsen with Barbara Fittro of Wood Court Amusements. RIGHT: Fun Industries' Mel LaForce (l) and Mike Talbot (c) show *Fun-E-Ball* to Go Dog Amusement's Monte Sterling.


PLUSH APPEAL
NEW ORLEANS, LOUISIANA
Road's Edge
SNK

LEFT: At Plush Appeal, (l-r): Catherine Fletchinger, Scotian Amusement's Edward Steininger, JoAnne Jennings, and Daryl Fletchinger. CENTER: ICE's Chuck Morton (l) and Music Vend's Steven Levy try out *Hoop Fever.* RIGHT: SNK's *Road's Edge* seems to be getting thumbs-up from this group of SNK personnel and show attendees.

Merchandise By
S&B CANDY & TOY
IMPERIAL INTERNATIONAL
BETSON ENTERPRISES
STAMP MAGIC
JALECO

LEFT: S&B Candy and Toy Co.'s Brian Riggles (l) and Marty Luepker with their new series of crane mixes in custom packages. CENTER: By Fun Merchants' *Limited Edition Big Choice* cranes, (l-r): Bill Seibert, Ben Toro, and Neal Rosenberg. RIGHT: Jaleco's Ken Nakata (l) and Gregory Hasler in front of *Stamp Magic*.

Other topics

Outgoing president Jerry Derrick of Derrick Music Co. said the first half of the year was fairly smooth, but during the second half there was a problem. "During the second half of the year we had a parallel issue with *Die Hard* and then *House of the Dead*, both by Sega. But the association worked with Sega to have it resolved."

Incoming president Don Hesch of A.H. Entertainers, gave the vital statistics of the show. There were 72,000 square feet of exhibit space and registration totaling 5,800 with 6,000 expected. "This definitely puts us even or a little ahead of the last show in Dallas," he said.

Jim Stansfield of Stansfield Vending gave the treasurers report, assuring the members that the association was in great financial shape with total assets exceeding $1.7 million and liabilities of $270,000. "We should reach $1 million for the Hesch Scholarship fund," he added. The Scholarship Fund was named after the late Wayne Hesch, Don's brother, who also served as AMOA president.

Government relations issues:

Dollar coin: "There's a good chance this year of getting a new dollar coin, but there is still no plan for abolishing the dollar bill. We will not support the bill because it gives no mention of doing away with the dollar bill. We would support a commission looking into the elimination of the dollar bill," Stansfield explained. The time is nearing when a decision will have to be made to either mint more Susan B. Anthony dollar coins or mint a newly designed dollar coin.

Video content: A proposal has been drafted with AAMA outlining a code of conduct and a parental advisory system. "This is not a violence issue," Stansfield stressed, "it's a video content issue."

Cigarette vending machines: Terry Davis of T.D. Rowe said, "About 45 percent of AMOA members operate cigarette vending machines. The bottom line is that the anti-smoking forces want vending machines out of the United States." Davis also mentioned the proposal to raise the tobacco tax and a compromise to buy out cigarette machine operators. The plan calls for operators of cigarette vending machines that were on location in 1996 to be paid approximately $8,000 per machine. "There is a good chance we could be out of business if we don't unite as a group," Davis warned.

Parallel issue: Bill Beckham was the perfect choice to address this issue. As you should recall, Beckham was the driving force in having parallel video game kits deemed legal in the early '90s. In 1995 that law sunset, once again making it illegal to operate them. Instead of returning to court to readdress the issue, AAMA members instead signed an agreement to offer video game kits in the United States when kits were offered in other countries.

That agreement was called into question recently when Sega filed a lawsuit against a distributor and an operator claiming copyright infringement over a parallel board of its game *House of the Dead*, offered only in dedicated form in the United States. Boards were brought in by Worldwide Distributors' Brad Brown, the object of the lawsuit. Brown countersued claiming Sega had failed to honor its agreement to offer kits. During the AMOA show, in a separate press conference, AMOA president Hesch and Sega's Al Stone announced that both parties had agreed to drop their respective suits. (See "Coin-Op News" for details.)

In other news, AMOA presented plaques to its outgoing board members and announced the new ones. (See "Coin-Op News" for details.)

Gene Urso of Madison Coin Machine in Madison, Wis., was given a standing ovation for his service on the board and on the past president's council. Urso, who is also president of the National Amusement Network Inc. (NANI), took the opportunity to offer this advice: "I should say something politically correct, but I'm not going to. In the last five years we've seen a lot of so-called open platforms which are not. NANI is an operator's open platform. You have $750,000 in it and you need to make it work." ▲

AMOA
Amusement & Music Operators Association

TOP: Past president Leoma Ballard tells the group that the "O" in the association's name should remain operator and not owner as proposed.

MIDDLE: Past president Dock Ringo shares his opinion with other AMOA members.

BOTTOM: Outgoing board members, (l-r): Dale Lazar, Glenn Anderson, Rich Holley, Dan Sunday, Howard Cole, Jim Hayes, Tony Parina, Norm Pozner, and Howard Harkins.

Tuneful evening RECOGNIZES the best and brightest

The ballots were in, the votes were tallied, and it was time to present the long-awaited game, display, and music awards at the annual AMOA International Expo Awards Show and Banquet.

It's a black tie event for AMOA officers and board members, the occasion to celebrate with industry friends and business associates. It was also an opportunity to dance to every type of music from the Big Band era to classic rock, supplied by the 18-piece Bo Thorpe Band and the 12-man Rupert's Orchestra. The former has played for the past three inaugural balls, the latter is a group that dominates the Atlanta music scene.

And now, the envelopes, please...

MOST PLAYED GAMES

Dedicated Video: *Cruis'n World* by Midway

Pinball: *The Addams Family* by Bally

Conversion Kit: *Golden Tee 3D Golf '97* by Incredible Technologies

New Technology: *Megatouch XL* by Merit Industries

Redemption Skill Game: *Skee-Ball* by Skee-Ball

Prize-Dispensing Game: *Clean Sweep* by Smart Industries

Fast Action Redemption Game: *Cyclone* by ICE

JUKEBOX AWARDS

Pop Single of the Year: "Give Me One Reason" by Tracy Chapman

Country Single of the Year: "Blue" by LeAnn Rimes

R & B Single of the Year: "Unbreak My Heart" by Toni Braxton

Pop CD of the Year: Sheryl Crow, Sheryl Crow

Country CD of the Year: Blue, LeAnn Rimes

R & B CD of the Year: Secrets, Toni Braxton

Latin CD of the Year: Y Sus Canciones, Vincente Fernandez

Rising Star (male): Trace Adkins

Rising Star (female): LeAnn Rimes

Rising Star (group): The Wallflowers.

Legends Hall of Fame Inductees: George Jones and Janis Joplin

The jukebox and game award nominees and recipients were voted on by AMOA members. Winners reflect top revenue producers from June 1996 through June 1997.

ADDITIONAL GAME CATEGORIES

Innovative Dart Game: *Galaxy* by Arachnid

Operator's Choice Pool Table: *Cougar ZD-6* by Valley Recreation

Innovative Jukebox: *LaserStar* by Rowe International

Most Popular Other Game: *Dynamo Hockey* by Dynamo Ltd.

BEST DISPLAYS

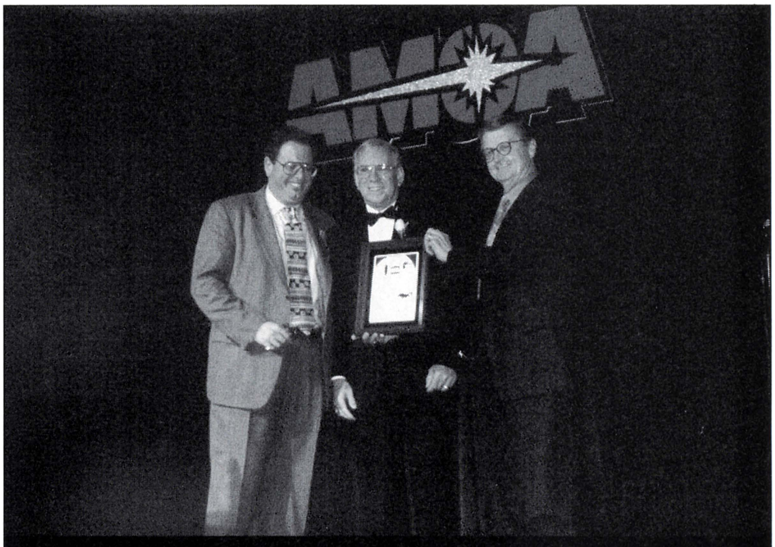
Small Booth: Future Prospecting

Medium Booth: GT Interactive

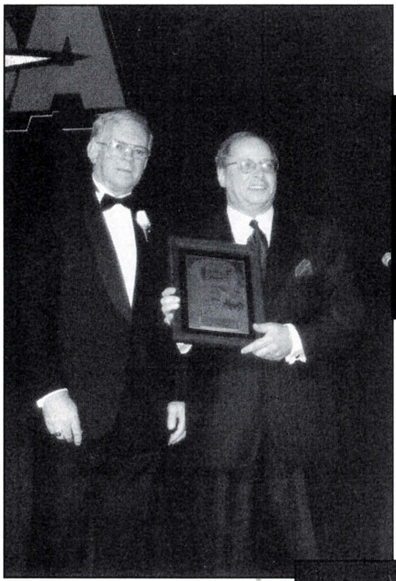
Large Booth: WMS Industries

Jim Zielinski (l) and Larry Hodgson of Incredible Technologies accept the award for Most Played Kit from Jerry Derrick.

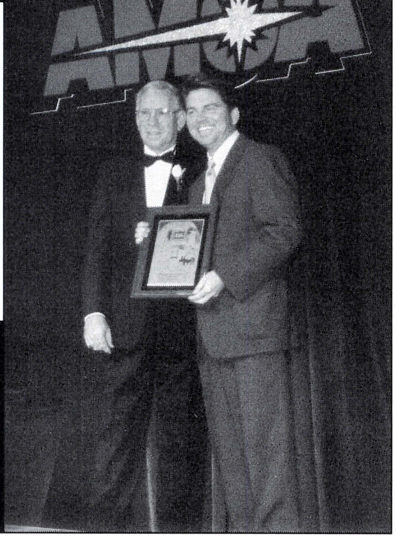
Accepting the Most Played Redemption Skill Game are Skee-Ball's Jeff Hudson and Tom Kane.



The Most Innovative Jukebox award went to Rowe. From left: Joel Friedman of Rowe, Jerry Derrick, and David Sadler of Rowe.



Jerry Derrick presents the Most Played New Technology award to Peter Feuer of Merit.



Chris Brady of Dynamo is all smiles holding the Most Popular Other Game award.

Gordon Smart (l) and Jeff Smart (r) join Jerry Derrick on stage for the Most Played Prize-Dispensing Game award.

PC VIDEO GAME platform holds uncertain promise

More than a year after software giant Microsoft came evangelizing the personal computer as a video game platform for the future, the PC's promise for the coin-op industry remains uncertain for many operators.

While this year's AMOA—the scene of Microsoft's initial sermon in 1996—was bristling with more tangible examples of how such a platform will work, there is still a content void that must be overcome before industry veterans will be ready to take a chance and invest their hard-earned capital in new hardware.

Much of the focus going into the AMOA was on the innovations that operators would be able to see in Atlanta, particularly in the newly designed section called Developer's Row. However, a development cycle that typically spans 18 months per game precluded exhibition of a broad base of PC-based games designed from the ground-up solely for the arcade market.

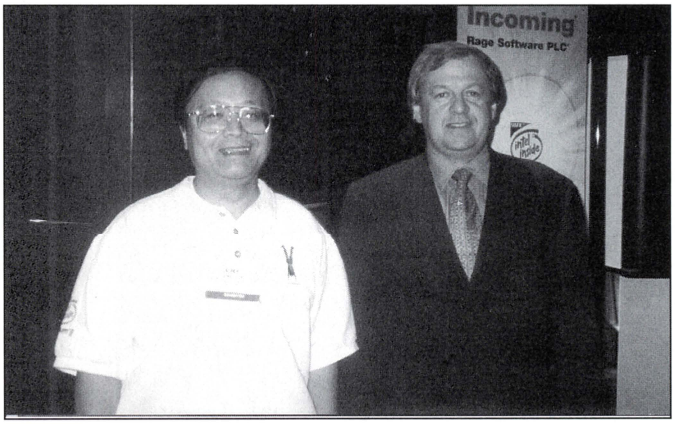
"This year is really a year for design," said Intel's director of arcade development Albert Teng. "If we can ship 20 games next year, then it's real."

Operators appeared to agree. They expressed enthusiasm at the economic possibilities a PC platform offered but emphasized that this first crop of games is not strong enough to spark a revolution.

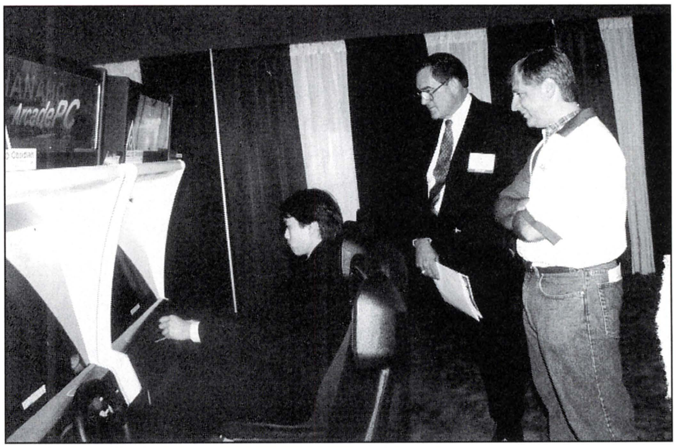
One game that may help drive the PC concept into the market is the home title hit *Quake*, which is being introduced into the coin-op market as a multiplayer game by Location Based Entertainment Systems, a joint venture between Richard Morgan & Co. of Richardson, Texas, and HyperWare of Oakland, Calif.

The release of id Software's *Quake* is part of LBE Systems' introduction of its SparkyNet system, which has been designed to allow for the complete integration of leading PC entertainment titles into a multiplayer arcade network operating on Intel's Open Arcade Architecture Pentium II hardware specification. HyperWare developed the system and will convert popular titles to run on the new arcade network software.

LBE Systems' president John Fowler said the systems have been stripped of all home PC menus, will accept cash or credit/debit cards, can be networked, and offer the possibility of banner advertising, including hyperlink-type banners that connect to an off-line Web page on digital video disc.



Intel's director of arcade development Albert Teng and vice presideng of content Claude Leglise.



Conway Ho of HanaHo Games shows off his company's PC-based racing title *Ultim@te Race Arcade* to a couple of show attendees.

Sure, it *looks* good... but does it *work*?!

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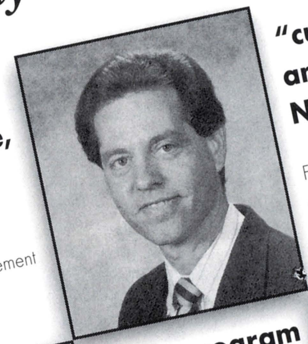
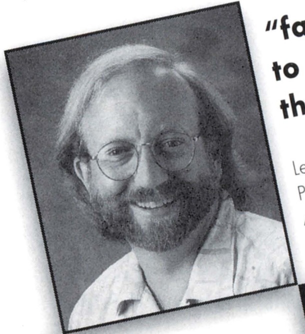
Emery McElveen
Sumter Music & Amusement
Sumter, SC



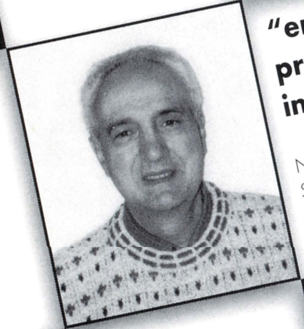
"cutting edge and simply, No. 1"

Frank Seninsky
Alpha-Omega Amusements
East Brunswick, NJ



"far superior to any on the market"

Lee Wesson *$
Peachtree Music & Amusements
Keyser, WV



"enormous productivity increases"

Nick Circone*
Shaffer Services
Columbus, OH

"only program that filled all of my needs"

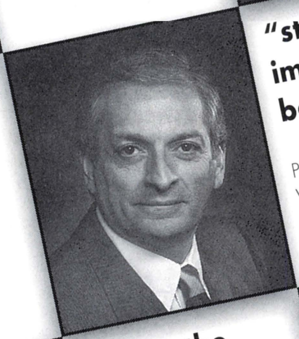
Cara McNamara
Sports Plus
Lake Grove, NY

"best one available & I highly recommend it"

Jim Hayes*
Gem Music & Vending
Dayton, OH

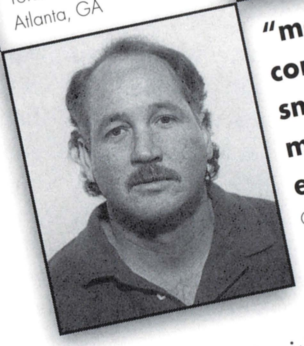
"powerful,... very user-friendly and easy to learn"

Debbie Rollins *
Total Vending Services
Atlanta, GA



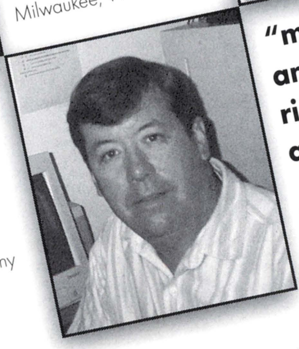
"strong impact on our bottom line"

Perry London
Wisconsin Novelty Company, Inc.
Milwaukee, WI



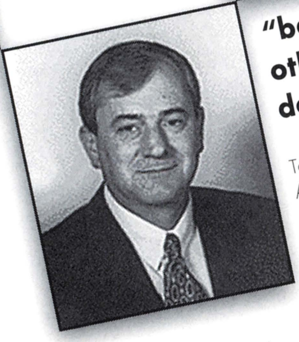
"makes my company run smoother & much more efficiently"

Gary Spencer
Spencer Amusements Inc.,
Paso Robles, CA



"most flexible and feature-rich system available"

Chip Wood *
Robbins Vending Co.
Cortland, NY



"beats the others, hands down!"

Tom Gould
Allied Vending Company
Corsicana, TX

It's easy to be fooled into buying nice-*looking* but *ineffective* route-management software, especially if you have to deal with companies that promise features that don't exist or salespeople who mislead you about competing products. Before buying, we suggest you talk with some people who are using the program you're considering and find out if the product is as good as the pitch. You'll be very interested (and perhaps surprised) at what you'll find! ***This is a great time of year to switch - start now and enjoy a more profitable 1998!***

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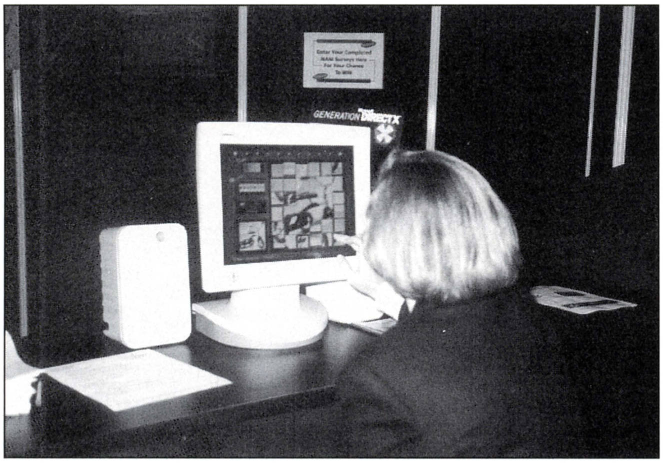
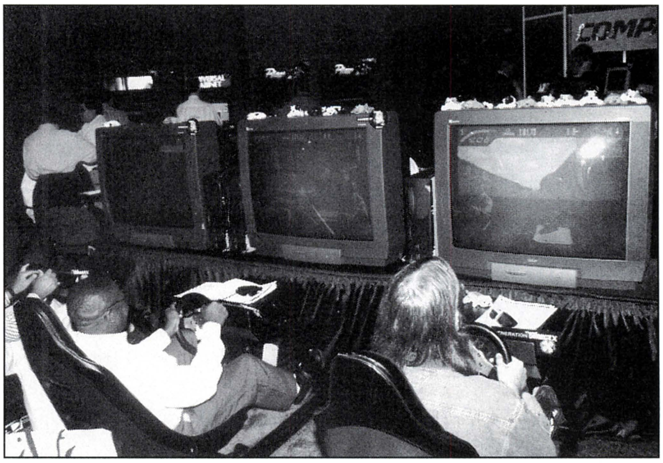
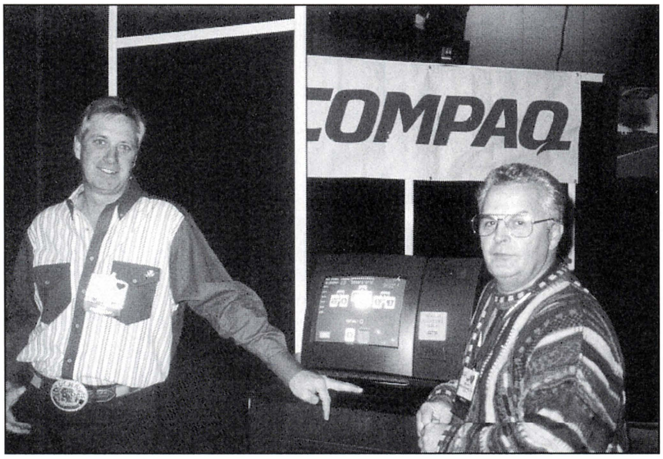


Compaq showed a number of its products, including this touch screen, in the National Amusement Network Inc. (NANI) booth.



Compaq's PC Theatre 9100 in the NANI booth.



NANI pioneers and AMOA past presidents Craig Johnson (l) of TATAKA in Salt Lake City, Utah, and Gene Urso of Madison Coin Machine in Monona, Wis.

AMOA board member Mark Levine of Melo-Tone Vending in Somerville, Ma., enjoys The OtherSide mission pod exhibited in the Microsoft booth.

The company intends to provide an ongoing stream of content and was still in the process of putting together its business plan, including cost of games, hardware, etc. “Our strategic resource partners Intel, Dynamo, Quantum3D, Streak Technologies, and id Software all helped us a great deal during the prototype development,” Fowler said. “We want to build relationships with high-end operators to incorporate some of these advertising strategies.”

> ***“The PC is a new media. The last thing you want to lose control of is the interface that makes technology look easy. When you do, you lose the market.”***

Intel inside and out

While Microsoft made the first major push into the coin-op industry last year, Intel has taken a dominant role in the last six months in driving forward the concept of the PC platform. This was no more evident than on the show floor, where seven games utilizing the Open Arcade hardware specification were on display, all housed in deluxe cabinets.

The games included *Utlim@te Race Arcade*, a joint venture 3D driving game from HanaHo ArcadePC and Kalisto that was still in development; Angel Studios' *T-Rex*, a first-person dinosaur attraction, and *Ground Effect*, a futuristic snowmobile race course game; *G-Police* from Psygnosis, a flying, shooting game offering first-person play; *Incoming* from Rage Software, an assault shooting game that takes place over rocky terrain; and *Plane Crazy* from Innerworkings, a flying simulator, obstacle course experience.

Also on display in the Intel booth was Interactive Light's *Kick It*, a soccer simulator that allows players to kick a real soccer ball toward a goal tended by a virtual 3D goalie on a large-screen display.

Highlighting its presence at AMOA was Intel's keynote address outlining the possibilities inherent in the PC for the pay-for-play industry. The presentation noted the 10-fold growth of the PC's graphics capability in the last decade and the projected 10-fold growth over the next two to three years, as well as the opportunities provided by multigame units, networking, digital photography, and information access.

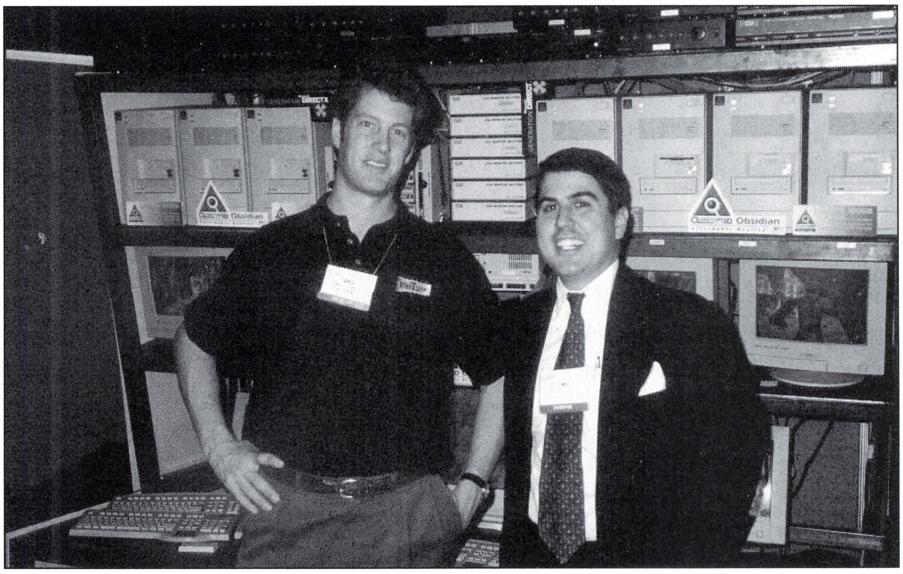
Claude Leglise, vice president of Intel's content group, said the company foresees three stages of development: 1) The first wave of PC games; 2) Availability in late 1998 of affordable home computers that compare to Arcade PCs and migration of those first arcade games to the home; 3) Delivery of new next-generation hardware for the arcade. Then the process starts all over.

"Certainly we want to sell hardware," said Leglise. "But the second goal is creating a uniform platform and synergy between the markets so the technology can migrate up and down the line."

> ***"We're taking the best software out there and developing an immersive, simulation experience."***

AMOA DEVELOPERS
DEVELOPERS
1601
intel inside pentium II
Ground Effect
Angel Studio
Open Arcade Architecture
Games for the Next Generation
Obsidian

Intel demonstrated a number of titles in the works from PC game developers.



The OtherSide's Greg Osterloh (l) with Mondial Distributing's Bruce Sarkisian.

At present, the integration of technology is moving at a slow pace, according to Intel executives, because of the dual learning curve that must be overcome by both coin-op and home game development companies in order to bring appropriate games to the arcade market. "The technology is all there; somebody has to put it together," added Leglise. "We really want to work within the industry structures. At the end of the day, all we really want to sell are computer chips."

Despite its less visible role in the Public PC initiative in recent months, Microsoft took space across the aisle from Intel with a demonstration of how technology can be put to use in a commercial setting with units from The OtherSide, a high-end entertainment center in Lynwood, Wash.

The OtherSide utilizes PC-based mission pods linked to a central control system and manned by a mission director who counsels and cajoles players as they compete against players on location as well as others logging in from the Internet.

"We're taking the best (PC) software out there and developing an immersive, simulation experience," said The OtherSide's Greg Osterloh. Sometime early next year, the company is hoping to market its product as a turnkey system, including training and software, for other operators around the country.

Other players

With major PC companies like Microsoft and Intel continuing to express their interest in the arcade market solely in terms of operating component sales and marketing opportunities, a number of smaller firms have stepped in to provide the rest of the building blocks necessary to offer PC game systems and content software.

Foremost among these companies is Quantum3D, an offshoot of graphic accelerator chip maker 3Dfx, which supplies its Obsidian graphics accelerator package for both the home and arcade game industries. During AMOA Quantum3D introduced Quicksilver, its new family of Pentium II-based real time 3D visual computing systems for the coin-op, arcade, and location-based entertainment markets. Quicksilver employs the Obsidian products and a game control interface designed for PC-based software.

The entry configuration includes a Pentium II 266 MHz processor with 32 megabytes of EDO RAM, Microsoft Windows 95, a 2.1 GB EIDE hard drive, 24x CD-ROM drive, 1.44 MB hard drive, Yamaha 3D audio subsystem, Intel Pro 10/100 PCI Ethernet network interface card, and Obsidian 100SB-4400V graphics accelerator with companion 2D/VGA and a CGI. Alternate configurations are available.

"We have talked to a lot of coin-op people and they don't want to build PCs," said Quantum3D's Ross Smith. "We are providing a unified solution that is cost competitive. The only way to make *Quake*, for instance, look better is on an Infinite Reality machine from Silicon Graphics and that is a quarter of a million dollars in hardware."

All the PC-based games exhibited in both Intel's and Quantum 3D's booth utilized the Obsidian graphics accelerators, according to Smith. In addition, the company teamed up with Streak technology to develop a Game Frame system to help PC developers fine tune games for coin-op through the use of integrated arcade peripherals.

Also taking space in the Quantum3D booth were Canadian-based virtual reality manufacturer The Vivid Group with the latest iteration of its PC-based game attraction *Big Head Racer*, which replicates the player's live image within play action; and Jesler Enterprises, which presented the motion-based simulation experience Barrage from the development firm Mango Grits.

Home game publishing giant GT Interactive, which first expressed interest in the coin machine business at this spring's Amusement Showcase International, made its presence known at AMOA by exhibiting a number of its home titles for possible introduction to the arcade market including the popular Duke Nukem as well as Odd World, Mage Slayer, and Total Annihilation.

GT Interactive's Dave Adams said the company was interested in bringing existing PC titles to market and serving as a catalyst for the development of original content for the coin-op industry. "We are looking at it as another platform," he said. "We don't want to do anything exclusive."

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NANI and the Public PC

After a tumultuous two years of testing periods and false starts, the AMOA-backed National Amusement Network Inc. (NANI) appeared well on its way to becoming a reality with a beefed up staff and the support of computer manufacturer Compaq.

Compaq was in the NANI booth with a number of its own products including the Multimedia Monitor designed with dual resolution modes optimized for both PC display and television viewing and the PC Theatre 9100 Computer System, a big-screen multimedia display with an integrated digital video disc ROM drive which can also serve PC and television functions.

NANI's John Klayh said the project reflects the inherent ability of the coin machine industry to lure customers' dollars through what he called jokingly a "technology freak show."

The public has already whetted its appetite for such demonstrations of technology through an ongoing fascination with the Internet, according to Klayh, and operators can further capitalize on the trend by placing networked PCs in traditional street locations. Current and future technology, including a video collage that was demonstrated on NANI's shell software, will make operators the broadcasters of the future, he argued.

"The PC is a new media," Klayh said. "The last thing you want to lose control of is the interface that makes technology look easy. When you do, you lose the market.

"The guys at Compaq woke up one day and said, `My God, everybody in the United States may own a PC one day and what if we don't brand it first?" he continued. "So they looked around and said, `Who is crazy enough to pay more for computers than others will pay?' Our industry, that's who."

Other companies looking to cash in on the PC/Internet craze were Dynamo Interactive, VideoNet, Netpecker, and Bestco. All showed versions of a public Internet that will allow customers to access information and check and send e-mail. Both Netpecker and VideoNet are also planning to provide some game content as part of their service. ▲

GAME LISTINGS

A HANDY GUIDE OF EQUIPMENT SHOWN AT AMOA EXPO '97

A & A CO./PARKWAY MACHINE CORP.

Electronic Bulk Vendor
(vending) Addressing four main concerns—security, versatility, accountability, and reliability—the automated unit adapts to all bulk vendors, can be programmed to any price per play, can control up to 32 machines, and features optional accounting software that provides total control over the machines and will report directly to the operator. Phone: (410)252-1020 or (800)638-6000

ACCLAIM

Judge Dredd
(video kit) This game takes the player into four action packed worlds on 15 levels of play. There are fantastic SGI graphics, full motion sequences, lots of bonuses, power ups, and secret rooms. Acclaim calls this "the perfect solution for your JAMMA cabinets." Phone: (415)528-2100

Armageddon
(dedicated video) See I.C.E. for description.

A&E QUALITY PRODUCTS

RouteMaster
(bulk candy vending) These machines allow operators to dispense hundreds of different products, including 1" capsules and bouncy balls. Features include all steel chute doors, heavy steel base, product spill tray, Lexan lenses, hinged lid, and multitude of color combinations. There's also an optional sign kit available.

Lollipop Mine
(lollipop vendor) This attractive machine holds 2,500 pops, features steel construction with a Beaver coin mech, and has a lifetime warranty on the mech and one-year warranty on the machine.

The Gas Pump
(gumball vendor) Kids will love this gasoline pump shaped gumball vendor with America's most famous Route 66 sign on top. It holds 2,500 gumballs and features fiberglass construction, Beaver coin mech, and all metal accessories. Phone: (800)288-0958

AMERICAN ALPHA

The Photo Sketcher
(photo booth) With 16 frames to choose from, this unit is easily themed to any location. Frames change automatically on a monthly basis and the unit dispenses either a photo postcard of the customer or a cartoon sketch postcard in the likeness of the customer.

The Gamer
(video) Players choose from 12 games on the screen, while five games are held in reserve for quick updates. Online screens and state-of-the-art touch screen technology make every game easy to play. Unique titles include Add `em up Lotto and PIG with raise feature. Phone: (800)737-7647

Also shown: Fruit Bonus `96, Jet Club, Royal Poker `96, Treasure Bonus, and Skill Cherry `97.

A.P.B.I.

Sticker Station
(photo sticker booth) A.P.B.I. has signed a contract with Universal Studios to install and operate its custom themed Sticker Station kiosks. This American-made photo sticker machine utilizes PMS technology to produce interactive, multiple image stickers integrating a user's face with a variety of entertainment backgrounds including spaceships, dinosaurs, angel wings, and sea of balloons. Phone: (703)519-5656

ARACHNID

The Galaxy
(darts) The classic electronic dart game that can display the

top 10 location players, rank players by challenges, declare a bar champion, be set for anywhere between three- and seven-game matches, record and store all player league statistics automatically, display team and individual names on screen during league play, and transfer information over the phone to the operator's office. Phone: (815)654-0212 or (800)435-8319

ASCENSION PRODUCTIONS

Lazer Runner

(laser tag) A show special on the company's laser tag system included 12 fiber optic vests and phasers as well as scoring counters and vibrating hit sensors, one solid-state charging module, a central processing unit, interior arena panels, a sound system, fog machine, strobes, beacons, a scoring system and computer, and comprehensive marketing and publicity kit. Phone: (403)498-9058

ASTRO GAME PRODUCTS

Viper XI

(motion simulator) This interactive motion based flying simulator combines the best of great computer graphics and full interactive motion. This is offered to the market fully coin-operated with a dollar bill acceptor for less than $25,000.

Rotary Star

(redemption) This is a self-contained merchandiser.

Bowlerama

(redemption) Also a self contained redemption merchandiser with options like a ticket dispenser or capsule vendor. Customers roll a coin on its edge trying to hit pins. Phone: (309) 786-7378

Also shown: Round N' Round redemption game.

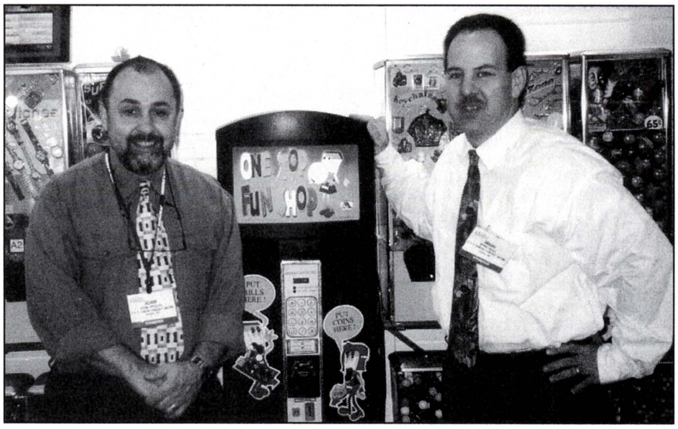
ATARI GAMES

Maximum Force

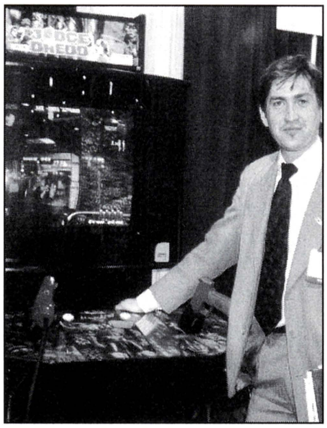
(video) An excellent conversion for JAMMA-compatible cabinets, this shooting game features amazing graphics, three exciting missions, and 30 secret rooms. Maximum Force is backed by the Maximum Cool contest. Materials are included in every kit.

San Francisco Rush the Rock

(video) Called the Alcatraz Edition, this exciting sequel to the popular San Francisco Rush offers four new tracks, four new cars, two dozen shortcuts, new music, and mirrored tracks.

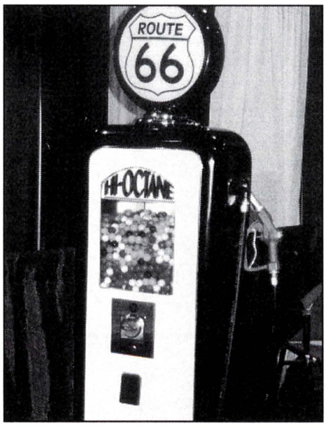


A & A Co.

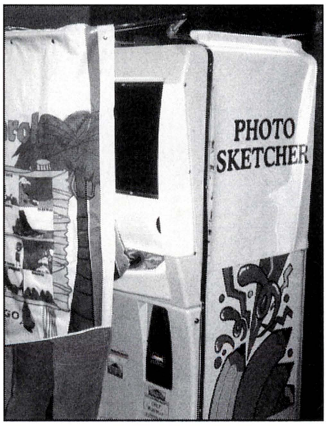


Acclaim's *Judge Dredd*

Acclaim's *Armageddon* (see I.C.E.)

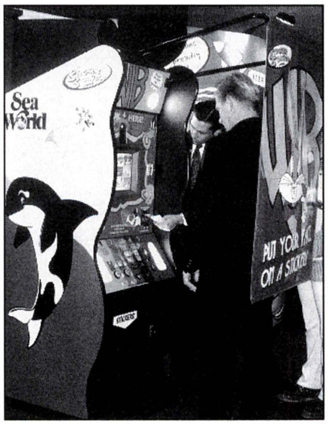


A&E's *Gas Pump*



American Alpha's *Photo Sketcher*

American Alpha's *The Gamer*



A.P.B.I.'s *Sticker Station*

The game is available in two configurations: a new two-piece single seat driver or a conversion kit to upgrade existing Rush units. Phone: (408)434-3700

ATM AMERICA

Triton 9600 Series

(vending) Features of this ATM unit include optional full color high resolution display, thermal printer with graphics capability, four cassette capacity, dip card reader, tactile feedback keypad, multimedia dispensing capabilities such as phone cards, integrate signage options, and a modular design. Phone: (803)736-8060

BESTCO

Max 1

(public internet access) Customers insert a dollar bill and push a button and they're online. The unit uses pictures or "icons" to represent different Web sites like sports information, NASCAR, NBA, NFL, computer games, stock market quotes, department stores, catalog shopping, e-mail, and more. Phone: (800)306-4263

Also shown: Peach State 8 and Lone Star 8 video redemption games.

BOB'S SPACE RACERS

Double Monkey Drop

(reflex game) If you remember when your dad would drop a dollar bill between your hands and you'd try to slap your hands together in time to catch it, you'll have the theme of this reflex game. Here when the jungle drums stop the monkey drops bananas and prize cards. Using the grabbers the player tries to catch a prize card. This double unit features back-to-back games.

Also shown: Total Eclipse redemption game. Bob's Space Racers showed a new portable building with built-in games at IAAPA. Phone: (904)677-0761

BRANDMAKERS INC.

Phone Card Machine

(vending) The prepaid phone card dispenser features two modular price-programmable columns, electronic dispenser, capacity for cards of any thickness, LED display, inventory and money control, backup memory, anti-jam mech, rugged steel cabinet, and a one-year warranty on parts. It comes in a countertop, wall

mount, or pedestal configuration.

Postcard Machine
(vending) The unit features front-loading modular dispensing columns that can be replaced in seconds. It has an 800 card capacity per column, rapid electronic dispensing, LED display, inventory and money control, flick-of-a-switch reporting, backup memory, an anti-jam mechanism, and accepts between $1 and $20. Configurations: countertop, wall mount, or pedestal.

Virtual Reality Golf
(video) Players swing a mock golf club, cut short near the head, that emits a light beam. A sensor at the player's base, where the ball would be located, reads the beam and simulates the resulting shot on the video screen. Phone: (770)368-9042

Also shown: Kodak Camera and Film Mart vending machine and the Net Cruiser.

CADILLAC JACK

Blackjack Deluxe
(video card game) This game features live Vegas style blackjack with Vegas rules that allow three or five players to compete against each other.

Cadillac Jack Plus
(video card game) This game is designed to comply with the redemption laws of Alabama, Arkansas, North Carolina, Georgia, and Texas. The PCB board drives the printer, ticket dispenser, and hoppers with no interface boards required. Phone: (770)908-2094

CANNON ELECTRONICS

Reflex
(reflex machine) This bartop reflex machine is compact and easily portable. When a coin is deposited, a green game-on light is lit. The player has five attempts to stop the clock. At the end of the game the total score is displayed.

Instant Lotto
(bartop gaming) Customers pop in a coin (or several), then press the stop and select buttons to reveal any six of the nine squares. Find three symbols that match to win. Phone: (01) 482-227479 (England)

ATARI
MAXIMUM FORCE

Atari's *Maximum Force*

RUSH the ROCK

Atari's *Rush the Rock*

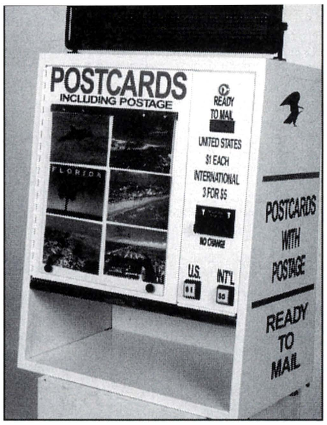
ATM
Get Cash Now!
Triton

ATM's *Triton 9600*

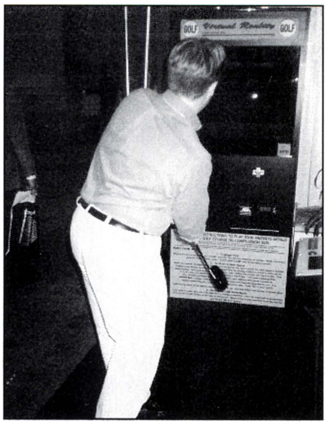
Bob's Space Racers' *Monkey Drop*

WORLDWIDE
PREPAID PHONE CARDS
SAVINGS
AND
CONVENIENCE
NO ACCESS CHARGE

Brandmakers' phone card machine



Brandmakers' postcard machine



Brandmakers' *Virtual Reality Golf*

SCORE RANKING
CAPCOM

Capcom Coin-Op's *Marvel Super Heroes vs. Street Fighter*

CAPCOM COIN-OP

Marvel Super Heroes vs. Street Fighter
(video) This fighting video combines two classic series of games from Capcom with 16 playable characters, all new special moves, and a new never-before-seen final boss. The game comes as a complete A/B kit or B Board for CPSII System. Phone: (408)774-0500

Also shown: The kid themed CPSII video Super Gem Fighter Mini Max.

CAROUSEL

MarioKart 64
(kiddie ride) The company that makes kids happy introduced this ride licensed from Nintendo with its famous Mario character prominantly displayed on the back of the ride.

Smokey's Jeep
(kiddie ride) This edu-tainment ride combines an educational message with all out fun. Licensed from the USDA Forest Service, it promotes safety first with a fire pervention message from Smokey the Bear. The ride has flashing headlights and taillights, plus two user activated buttons. Phone: (573)392-7122

CES

Galaxy Games
(cocktail system) The industry's first cocktail multiple cartridge system. The base unit comes with seven titles; convenient cartridges of 10 games each allow fast, simple addition of new games to the menu. Trackballs allow more interactive, head-to-head competition. Features include 19" monitor with multiple cartridges, choice of 28" high table or 42" high bar/pedestal table, operator-adjustability, custom advertising screen, and Spanish language option standard. Available now. Phone (847)695-0023

Also shown: Trap Shoot Classic two-player interactive wall-mount game.

CHAMPION SHUFFLEBOARD

Championship Line
(shuffleboard) Shuffleboard with score unit, anti-cheat pingate option, customer logo on the playfield, game over timer, and sound effects. Shown in 16' size, available in 12' to 22' sizes. Phone (817)284-3499

CIGARSOLO

Sundry vending kiosk
(vending) The unit will accept coins ranging from a nickel to a quarter or foreign currency up to .10" in diameter and can be programmed to accept between one and four coins for one product. Vended items can include cigarettes, shampoo,

Cert's tablets, antacid tablets, batteries, Life Savers, wrapped coins, etc. Phone: (523)811-1938

CIGAR VEND

Cigar Vend

(cigar vendor) This machine takes advantage of the popularity of the cigar craze. It can dispense four types of cigars and each can be priced from $1 to $99. It's available as a countertop with a choice of three different bases: the standard, a merchandising one, or a self-contained humidor version. Also available from Great American Recreation and P&E Technologies. Phone: (732)872-9800

CIRCUIT BOARD SALES

Treasure City

(8-line) Plays like regular 8-line games like Charry Master with fruit bonuses, etc. However, it has three different types of double up: standard guessing at higher or lower on a card; a pool table scene with a diamond bonus used as the multiplication number for your bonus; and race cars move across the screen with numbers while an airplane flies overhead. When a parachute lands on a car the number on the car is used for the multiplication bonus.

Reel N' Quake

(8-line) This game features 3D graphics. When you get a winning line it looks like it's ready to jump out of the screen. Great graphics. When you go into double up, it has live video instead of a cartoon character. Phone: (800)535-8981

T.H. CROW

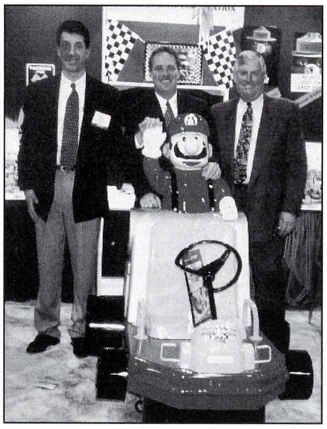
Pulse-Vend

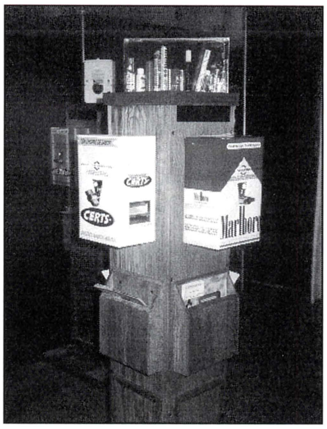
(novelty) The unit which can be configured as a Romance, Stress, Heart, Physical Fitness, Sex, Love, or Kiss Meter features an unbreakable plastic front panel, reference chart, flashing test light, digital test system, self-calibrating computer, solid-steel construction, jam-proof coin acceptor, low power consumption, and individualized key locks. The front panel and microprocessor are interchangeable. Phone: (770)772-6161

CYBERTAINMENT SYSTEMS

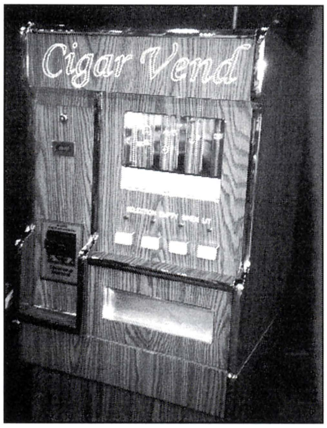
CyberTunes

(jukebox) This digital downloading jukebox retrofit kit comes loaded with either 250 or 500 songs, which can be updated via modem. Standard features: Windows 95 operating system, automatic Quick Picks, random or sequential display, printed or ASCII operator's report, special programming features, and instant validator reset. The unit includes a removable 2GB hard drive. Phone: (561)966-4534

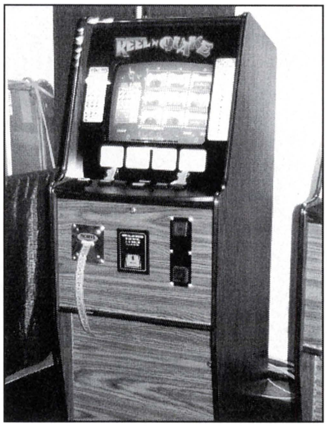

Carousel's *MarioKart 64*



Cigarsolo's vending kiosk

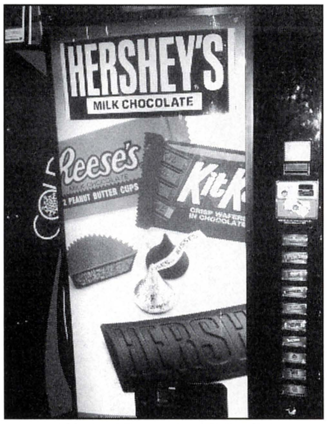


Cigar Vend's cigar vending machine


Circuit Board Sales' *Reel 'N' Quake*

Circuit Board Sales' *Treasure City*

Diamond Game Enterprises' *Lucky Shamrock*



Dixie-Narco's *DN-700*

Doyle/CCSExpress ATM machine

DATA EAST

Stamp Expressions

(photo stamp machine) Players create a personalized photo stamp that only takes minutes. If you were at the show you already know how popular this machine was. Stamps can be made with a variety of backgrounds and many fun ink colors. Text can even be added. Phone: (408)734-5770

DELTA PLAY

Wide variety of both indoor and outdoor soft modular playground structures.

Phone (604)591-6612

DESIGN PLUS

Pro Striker

(alley bowler) This classic game offers fun and excitement for up to six players with real bowling pins and ball, interactive display and sounds, fully operator-adjustable features, user-friendly audits and hardware tests, three available lengths, and ticket dispenser or bill validator. Phone: (847)864-3057 or (800)995-2376

DIAMOND GAME ENTERPRISES

Lucky Shamrock

(vending) Along with vending two-minute prepaid phone cards from this machine with audio and visual effects, operators will be able to offer customers a free instant win sweepstakes card. Phone: (818)727-1690

DIXIE-NARCO

DN-700 Confectionery Vendor

(vending) Vending refrigerated sweets, such as candy bars, the DN-700 utilizes a high efficiency and environmentally safe system with lint-tolerant condenser, heavy galvanized steel construction, snap-in vend motors, state-of-the art MDB electronic controller that provides accounting and space-to-sales flexibility, and the flexibility to dispense large 3-oz packages. Phone: (803)266-5000 or (800)688-9090

Also shown: E-Series Beverage Merchandise

DOYLE/CCSEXPRESS

Triton 9600

(ATM machine) Your customers will be able to withdraw cash so the time they spend in your location will be new revenue. This new ATM machine offers an array of features and online customer support software. Phone: (941)358-8835

DYNAMO

Black Light

(pool table) This pool table will open locations you never thought possible. It's pool with a twist, black light effects. It comes with a fluorescent ball set and the rail cloth glows under the black light. The metal trim package is powder coated in yellow and the dots and the spot in the middle are fluorescent yellow.

Comet

(air hockey) This new version is a perfect companion piece to the Black Light pool table. The trim around the top and goal ends are powder coated so they glow under a fluorescent light. If you put this game in normal light with the black light it will still glow brilliantly. Arcades have been buying this and the pool table because they don't require total darkness. Phone: (817)284-0114

Also shown: Dynamo Soccer (in a new black marble finish), gaming devices used in legal states, Hot Flash air hockey, Top Brass pool table, and the SC 39 cabinet (a new version of the Showcase cabinet) that is affordably priced.

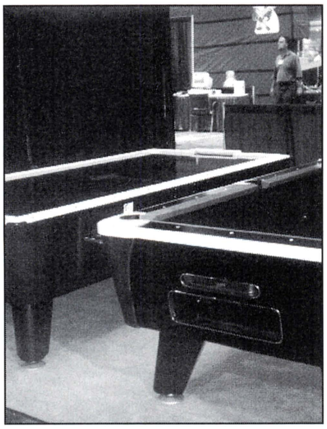
DYNAMO INTERACTIVE

Internet Station

(public access) Place it in hotels, colleges, bus and train stations, airports, etc. A dollar gets customers 10 minutes on the Internet. It comes with a bill acceptor, credit card capabilities, and a coin mech—standard. Suggested retail price to the end user is $3,995.

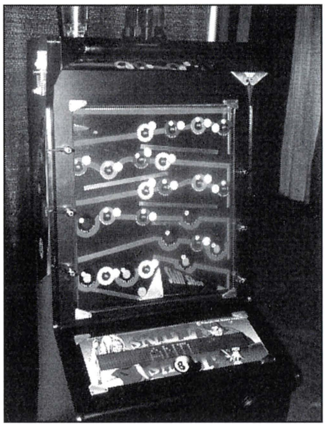
Tidel

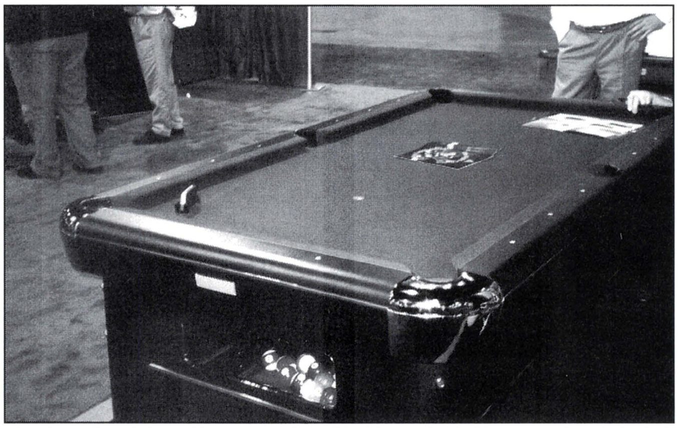
(ATM machine) Dynamo has teamed up with Tidel to introduce this ATM machine. Tidel, which stands for Time Delay, was the developer of time delay money dispensers seen in convenience stores. Those time delay machines led to Automatic Tellers. This has the latest technology while being a basic machine that dispenses money. Very affordable. Phone: (817)284-0114

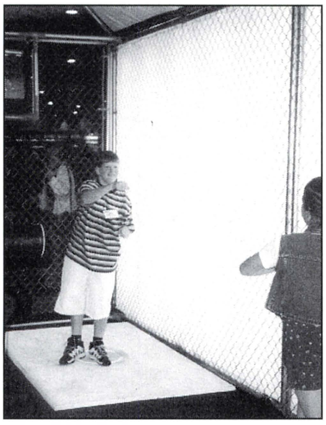

Dynamo's *Blacklight* pool table

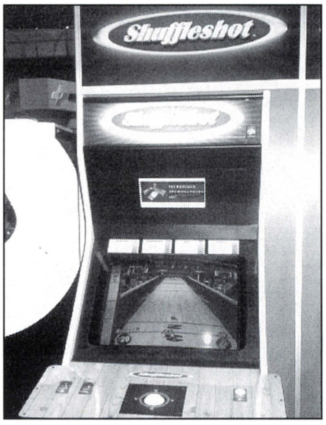
Fun Industries' *Fun-E-Ball*

SURF PLANET
Gaelco's *Surf Planet*


HanaHo's *Skillshot*


Global Billiards' *The Concorde*


Holoplex's *Thundercam*



Incredible Technologies' *Shuffleshot*

ELECTROMATIC INTERNATIONAL

Treasure Touch

(video gaming) Available in legal markets only, this universal multigame kit features special reflex percentage control, Pentium power, adjustable options, and superb high-resolution graphics and digital sounds. Phone: (954)421-1880

Also shown: Five-player blackjack table.

EMT

Speed Racer

(kiddie ride) The hood opens to get to the money and all controls. Also a standard feature in the Mercedes and the Turbo Car. Phone: (800)647-6460

Also shown: Muppet Babies rides which include Kermit and Fozzie. On Muppet Babies there's a very good discount or zero percent financing for a limited time.

FUN INDUSTRIES

Fun-E-Ball

(gum or ball vendor) The player gets a prize every time; it's the tickets that can add up! From the folks who gave us Steer Crazy, this game asks players to take the steering wheel and guide the gumball through a challenging maze. He gets the gum or ball every time but a successful controlled trip increases the ticket value. Phone: (309)755-5021

Also shown: Steer Crazy redemption skill game.

FUN MERCHANTS/H. BETTI INDUSTRIES

Cranes

Big Choice one-, two-, and three-player; Candy Man: Top Choice II Jumbo; Your Choice Wall Mount; and Limited Edition Big Choice in one- and two-player units in small and large cabinets. Phone (800)524-2343

FUTURE PROSPECTING

Nevada Gold

(pull-tab) The first pull-tab video game with winning ticket processor. Available: now, in both upright and countertop models. Phone (317)304-1441

GAELCO

Surf Planet

(video) A fast-action video inspired by snowboarding in which players compete with one another in their descent down various mountains. The game offers players four different settings each with its own

level of difficulty: easy, medium, expert, and last stage. Phone: 34(3)417-3626

GLOBAL BILLIARDS

The Concorde

(pool) Table features include heavy-duty chromed corners, leather pockets double-stitched and riveted, steel cylindrical legs, and textured black laminate finish. It comes in seven-, eight-, and nine-foot models. Phone: (310)764-5000

GREAT AMERICAN RECREATION

Pool tables:

The company showed its line of pool tables including Eagle, Legacy, Monarch, Neon Lights, and Kiddie Pool. All are available in new colors and a new gold accent option. Phone: (401)463-5587

Also shown: Jr. Power Hockey, Action Soccer foosball, and a line of cabinets.

HANAHO GAMES

Skillshot

(coin drop) Players shoot their coin across six rails in an attempt to sink the balls without dropping the 8-ball. Features on this revised classic include adjustable difficulty and payouts, bright LED display/scoreboard attract mode, and 24 ways to win points. Options: ticket dispenser or capsule dispenser, progressive jackpot, and the ability to link up to eight units. Phone: (626)963-5966

HANCO SYSTEMS

Any Card TD

(ATM) Tidel's low-cost unit with full-function capabilities, dial-up technology, electronic journal, remote downloading, dip-style card reader, thermal printer, monitor options, and more.

Diebold

(ATM) Small footprint unit with an all-new design, fast and easy swipe card reader, cash pocket, dot-matrix journal printer, dial-up POS message formats for low-cost communication, and many options.

Triton 9600

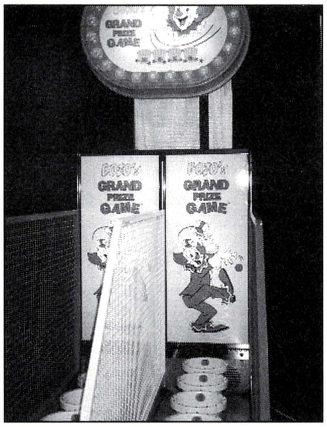
(ATM) Features include modular design, tactile feedback keypad, multimedia dispensing capabilities (phone cards, stamps, coupons), thermal printer with graphics capability, and a host of options. Phone (800)426-7118

HOLOPLEX

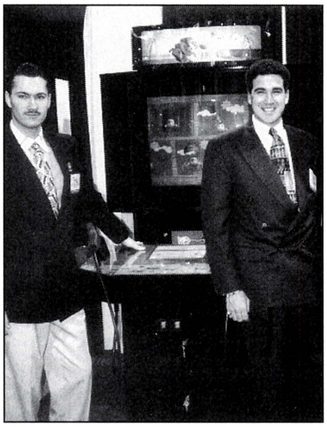
Thundercam

(video) Using special video cameras and proprietary gesture recognition software, the attraction turns a player's physical moves into dynamic action on the video screen. When a player kicks or jumps, so does their on-screen character. There are no sensors or lasers needed. Phone: (626)793-9616

Incredible Technologies' cocktail cabinet



I.C.E.'s *Bozo Grand Prize*



I.C.E.'s *EggVenture*

Jaleco's *Over Rev*

Jaleco's *Stamp Magic*

INCREDIBLE TECHNOLOGIES

Shuffleshot

(video) Players can choose one of four games—ShuffleAlley, Bullseye, Shuffleboard, and Bocce—in this 3D table action game ideal for tournaments. As many as four competitors can go head-to-head or top score. The unit is available as a kit or in dedicated form. Phone: (425)869-6400

Also shown: Golden Tee '97, World Class Bowling, and a cocktail cabinet custom designed for the company.

I.C.E.

Tickets 'n' Tunes

(redemption) This coin drop game features '50s style music and '90s quality digital sound. Players drop their coins and watch the record spin under the playing arm as they wait to see how many points they'll score.

EggVenture

(video kit) Don't be an egg head, the brochure cajoles, call your local distributor for a brand new kit. The one- or two-player competitive shooting game has 38 different challenges as the player aspires to make it to the "eggspert" level! Comes complete with main PCB, two guns and holsters, two start buttons, side decals, marquee and control panel overlays, and audio power amp.

Armageddon

(video) A thinking man's fighting/strategy game involving unusual creatures and wizards. The first arcade PC platform video title on the Epidemic hardware. (From Acclaim, licensed to ICE to represent worldwide.) Available: January 1998.

Bozo Grand Prize

(children's) Completely reconfigured game, now two-player with completely updated graphics and electronics, manufactured and marketed by ICE. Available: December.

Hoop Fever

(sports) Regulation size basketballs are used in this game with a sharp graphics package at a reasonable price. From one to

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

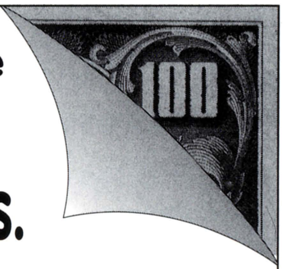
"For a $3 Cigarette Token, it's the only way to do business."

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

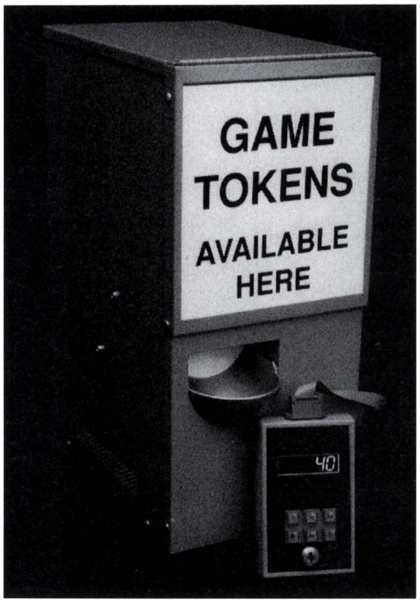
"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."

If you want to take more of these to the Bank every week . . .



Just Push the Right Buttons.


GAME
TOKENS
AVAILABLE
HERE
40

Token Tech™ #2000

High Security Token Dispenser

- **Control, Accuracy, Security & Dependability.**
- **Non-Resettable Counter. Vended Token or Coin counts can be taken on a daily, hourly, or work-shift basis . . . *or Anytime.***
- **Changeable Display Signs. (Stock or Custom)**
- **Ideal for Amusement, Vending, Carwash, Casinos, . . . *or Anywhere Tokens or Coins are used.***

Full Refund on 30 Day Trial . . .

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LARGE HOPPER CAPACITY

Token Size	Capacity	Token Size	Capacity
.800	10,000	.984	7,500
.882	9,000	1.000	7,500
.900	9,000	1.125	6,000

Coin	Capacity	Coin	Capacity
US Quarter	7,000	Brazilian 20 Cruzados	4,500
Canadian 25¢	8,000	Venezuela 1 Bolivar	5,000
Australian 20¢	5,000	Chile 1 Peso	4,500
Canadian Dollar	6,000	Ecuador 1 Sucre	4,000

Specify Size of Coin or Token When Ordering

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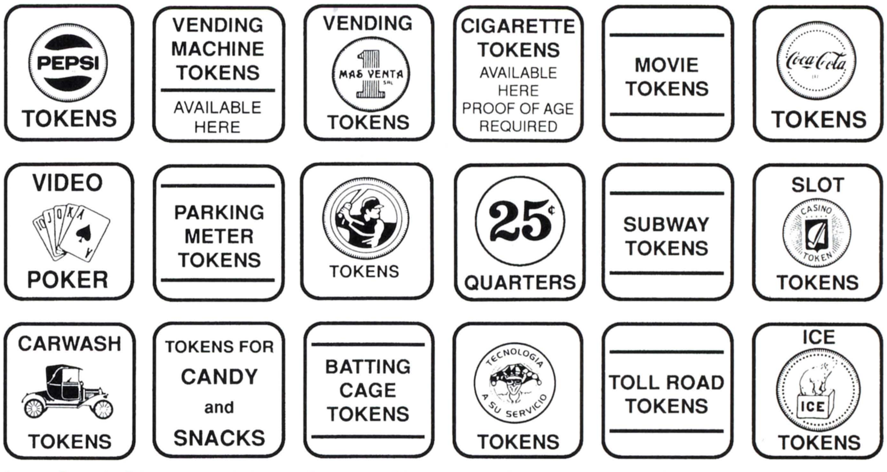
PEPSI
TOKENS
VENDING MACHINE TOKENS
AVAILABLE HERE
VENDING
MAS VENTA
TOKENS
CIGARETTE TOKENS
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PROOF OF AGE REQUIRED
MOVIE TOKENS
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QUARTERS
SUBWAY TOKENS
SLOT
CASINO TOKEN
TOKENS
CARWASH
TOKENS
TOKENS FOR CANDY and SNACKS
BATTING CAGE TOKENS
TECNOLOGIA A SU SERVICIO
TOKENS
TOLL ROAD TOKENS
ICE
ICE
TOKENS

Many Stock Signs available. Custom Signs (black & white or color) designed to order.

four players can enjoy the game; it can be linked with others. Available: now.

Kick-It
(video) Players kick a real tethered ball into a virtual goal. A sophisticated virtual 3D goalie challenges to player by trying to block the kick, and all of the real-time animation appears in high resolution on a 50" monitor. The game, licensed from Interactive Light, utilizes the same Smart Beam sensor technology used in Interactive Light's Home Run Derby game. Phone: (800)213-3752

Plush Bus
(crane) One-player unit built to replicate the look and sound of a real school bus, this crane has all the value-added features of top cranes with a fresh new look.

Putting Challenge II
(sports) Designed by G.L. Technology, now marketed by ICE which added accelerated game play to make it even more enjoyable for the true golfer.

Shoot To Win
(coin drop) One-player coin action game with a Western theme.

Soccer Shot
(coin pusher) Two-player coin pusher in a sit-down cabinet, a total skill game. Phone (716)759-0370

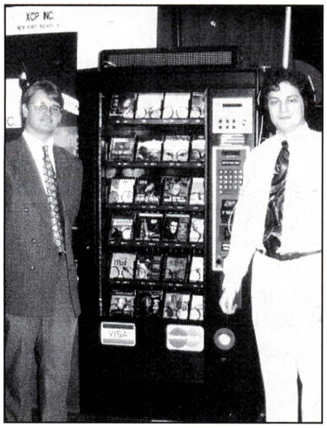
Also shown: Cyclone and Cyclone Jr. (novelty games); Pitcher's Duel (video simulator); Mouse Attack (bopping/stomping); Mini Dunx (children's); and Full Court Fever (sports).

INTUNE

Intune Merchandising
(CD vending machine) The customer views available CDs, chooses a title, and listens to individual songs using the built-in headphones. After selecting the title, the customer chooses a payment method and removes the merchandise. Phone: (305)573-2820

JALECO

OverRev
(video) Available as a kit for the xslndy 500 cabinet, this driving simulator offers two modes of play on four exciting courses. Players can also take practice runs in the Time Attack Mode or get in on the Challenge Cup mode where top finishers advance to the next stage. Four delectable views are also available. Phone: (847)215-1811



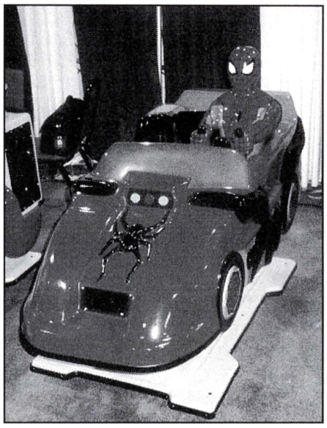
Intune's CD merchandiser

WORLD PK SOCCER V2
JALECO

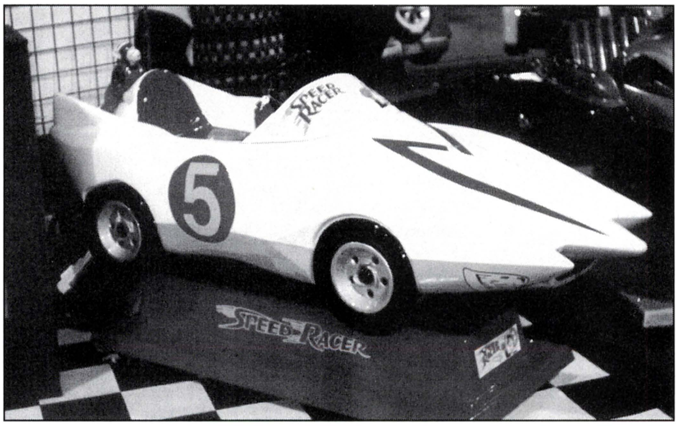
Jaleco's *World PK Soccer*

MOBILE SUB-ATOMIC CONTAINMENT UNIT H-1
MSCU
HULK

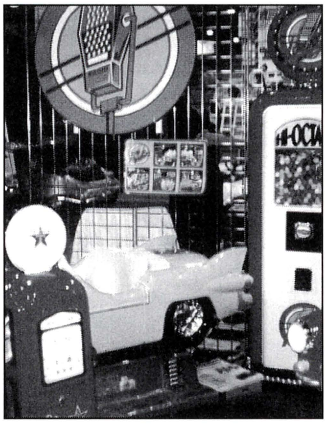
Kiddie's Mfg.'s
The Incredible Hulk



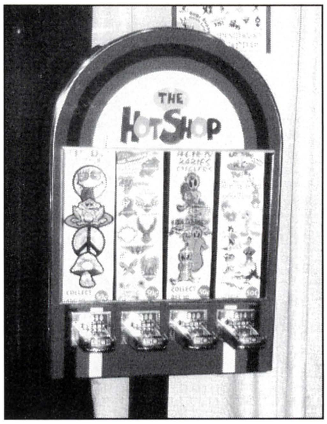
Kiddie's Mfg. *Spiderider*



Kiddie Rides USA's *Speed Racer*



Kiddie Rides USA's
Cadillac Interactive



Kid Zone's *The Hot Shop*

Stamp Magic
(vending) A stamp vending machine that features full two-camera composite functions for the ultimate in creativity. The unit makes self-inking stamps in a rainbow of color choices with one of many predesigned or custom backgrounds.

World PK Soccer
(video) Players test their kicking skills on a specially attached target which has been improved for durability. The results can be seen on the game's monitor. Features include the new Miracle League and enhanced cabinet design. There are three types of evaluation—technique, balance, and power—and nine types of super shots each with special on-screen paths and visual effects. Phone: (708)215-1811

Also shown: Alien Command, Arms Champ, Cy Battler, Match 3, and Spider Splattin'.

J-S SALES

Sam Billiards
(pool table) Solid frame construction utilizing phenolic plywood, Formica, and an aluminum rail system that flips up quickly and easily to recover. Other features include CPU-based digital coin metering system with privacy feature, magnetic cue ball, and diamond honed one-piece slate. Phone: (914)668-8051

J.V.L. ENTERPRISES

Concorde 2
(video) This countertop is loaded with 52 new games featuring enticing new graphics, a tilted monitor, a bill validator, and a 400 bill capacity and sizable coin box. It has fast play action. Phone: (905)738-1344

KIDDIE'S MFG.

Licensed kiddie rides
The two newest licensed rides, Spider-Man's Spiderider and The Incredible Hulk, feature all the quality construction of the company's full line of rides while capitalizing on the popularity of these familiar television characters to generate customer enthusiasm. Phone: (787)897-3180

Also shown: Tom & Jerry ride.

KIDDIE RIDES USA

Musical Gumball Machine
(gumball vendor) This impressive machine will have your customers lined up to get the gum. As a coin is inserted the music begins and doesn't end

until the gum is safely in the hands of the customer. Attractive graphics complete the package.

Cadillac Interactive
(kiddie ride) This ride is about as cute as it could possibly be with a realistic car and a Texaco gasoline pump. When kids press on the brakes the ride stops, and when they take their feet off it restarts at normal speed. Phone: (303)399-7191

KID ZONE

The Hot Shop
(sticker vendor) Kids simply can't get enough stickers and this sticker vendor will attract them to buy all sorts of stickers and temporary tattoos from peace signs and mushrooms to dragons and eagles. Phone: (773)935-0606

Also shown: A line of gumball machines and the new kinetic redemption gumball machine.

KIS

Magic I.D.
(photo) The photo booth comes in three different models vending photographs, stickers, or both. It uses a high-resolution 440,000 pixel camera, dye-sub printer, and holds either 110 or 200 print rolls, depending upon the model.

Sticker Player
(photo) This sticker vendor offers six different categories of stickers and 30 backgrounds, which can also be downloaded through a modem. It utilizes a Pentium 133 computer, high-resolution 440,000 pixel camera, and has a capacity of 200 sticker sheets. Phone: +33 4 76 33 30 00

KODAK

STICKERpix
(photo) This photo sticker machine comes as a turnkey system printer delivering16 stickers to the page with predesigned or custom borders. Kodak can also offer nationwide service and support, as well as marketing and merchandise assistance and custom creatives and licensed properties. Phone: (800)346-7963

Total ID photos
photos

KIS's *Magic I.D.*

STICKER PLAYER
STICKER PLAYER
NEW
STICKER PLAYER

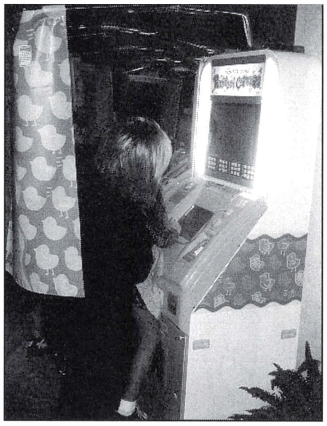
KIS's *Sticker Player*

Seal Kids
Seal Kids

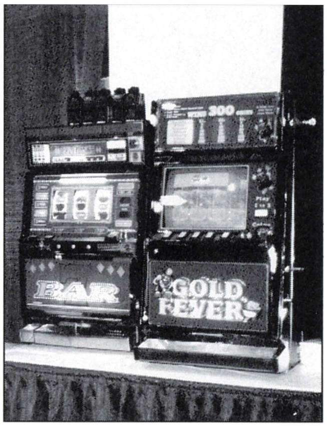
Kodak's *STICKERpix*

RUSHING HEROES
RUSHING HEROES
RUSHING HEROES

Konami's *Rushing Heroes*



Konami's *Puri Puri*



L.A. Slots' card games

AT SHOW
KONAMI

Konami's *Thunder Hurricane*

KONAMI

Fighting Bujutsu
(video) The first game featuring the company's Cobra 3D computer graphic system. Each character in this action title has unique fighting techniques and realistic movements. Features include an artificial intelligence learning function that modifies the game play, an automatic mode to help beginners using only the joystick and one button, a martial power gauge, and a free movement system.

Puri Puri Canvas
(photo) The photo sticker machine that lets customers add personality to their pictures using Konami's electronic pen. They can write a message or draw a photo right on their image. A choice of two pen sizes and 12 colors is offered. There are also 24 types of stamps to use, plus an additional 24 in the special frame mode.

Rushing Heroes
(video) A four-player football game with real-time CG rendered characters and a 3D field view. Players select from 30 teams and enter a 12-game tournament. There are 51 offensive and 13 defensive moves to choose from, and each team has its own unique strengths.

Solar Assault
(video) Enter the deep space world where great action and adventure await. Players must blaze a new trail through this 3D universe, choosing from three different starships and using a joystick equipped with a trigger and missile button. Power-up options are available as you destroy enemy ships in succession. A 50" screen, 3D graphics, and explosive sound immerse the player in the heat of battle.

Thunder Hurricane
(video) This high-caliber machine gun war simulator is loaded with excitement. The game's gun feature intense recoil action and digital targeting while sound effects blast from the main speakers and super woofer.

Total Vice
(video) Players join the special task force to wipe out terrorist agents in a host of different shoot-out city scenarios. Dual player shooting action, innovative hand-held guns containing speakers, and modular cabinet design with a 33" monitor are just some of the special features. Phone: (847)215-5100

LAI GROUP

Roller Coaster Series
(vending) This series of gumball vendors includes the Original Roller Coaster, Roller Coaster Jr., and the Whirlwind. The Original features an 18" globe

with 3,000 gumball capacity, a GE Lexan globe, and a lifetime warranty of all moving parts and track. The Jr. comes with all the same material specifications and holds 2,100 gumballs in its 14" globe. The Whirlwind has an 18" acrylic DR globe, a three-year warranty on all moving parts, and a one-year warranty on the spiral track. Phone: (714)373-3488 or (800)262-2866

LAIV

Vending machines

A full line of stand-up, sit-down, and rack vending machines in unique configurations for capsules, candy, and gumballs. Phone: (345)224-3905 (Spain)

LASER STORM

Themed laser tag

Includes Stargate, Circuit Commandos, and the new Marvel Comics X-Men units. Phone (800)927-4273

L.A.SLOT MACHINE CO.

Pachi-Slo

(skill stop machine) This skill stop token playing machine is legal in many states. A wide range of models are available. Features include single computer board and stepper motor driven reels. Phone: (310)726-9000

LAZER-TRON

Twister

(redemption) This was licensed from Wedges/Ledges. There's a tornado ravishing the countryside theme. The customer inserts his coin and it spirals downward hitting targets. If he hits targets to spell "twister," he wins the jackpot bonus. He also gets tickets for each flag the coin hits on its way down. Phone: (510)460-0873

Also shown: The new Prize Zone countertop which will be available this month.

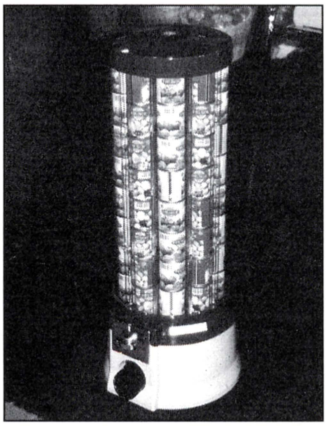
LEISURE ENTERTAINMENT

Table Games

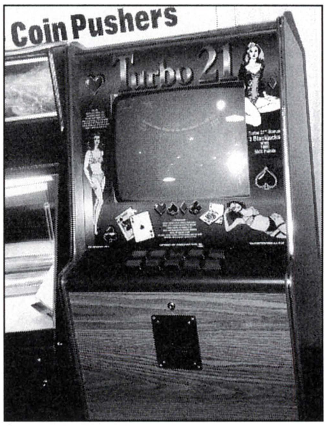
The company exhibited two of three new additions to its existing lineup of attractions, the TS 14-KD foosball table in a woodgrain finish and the Competition Games Model NS-7, a seven-foot drop pocket billiards table with equipment. The company is also handing the Competition Games AH-7 Air Hockey with Scorers. Phone: (516)593-5050 or (800)645-2162

Konami's *Solar Assault*

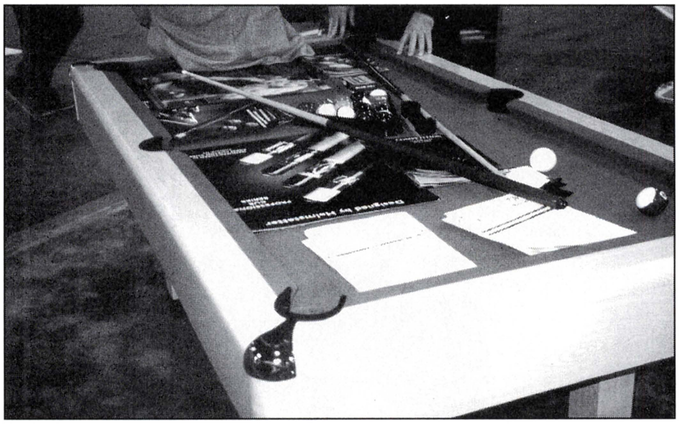
Konami's *Fighting Bujutsu*



LAIV's vending machines



McGregor's *Turbo 21*



Leisure Entertainment's table games

Also shown: a prototype cigar vending machine.

LITTLE TIKES

Modular commercial play systems

The newest is the easy-to-install Magic Castle II Series that features towers, ball pools, and club houses.
Phone (573)756-4591

MACHINE-O-MATIC

Beaver Remption Center

(vending) The unit, which can be linked to Beaver bulk vending displays, automatically takes tickets, counts them, validates them, destroys them, and then dispenses four different token sizes that can be used to purchase hundreds of different products from candy and gum to capsuled novelties. Phone: (905)836-4737 or (800)265-6772

Also shown: the company's full line of vending machines, some equipped with the new walkable cash drawer.

MAGNUM MFG.

Reel `N Quake

(novelty) Players stop three spinning wheels in this slot-type game before moving on to a card matching game that triggers a special adult entertainment feature. Phone: (800)659-1999

Also shown: A full line of poker and 8-line games in single and multiplayer versions.

MCGREGOR ENTERPRISES

Turbo 21 Black Jack

(novelty) This single-player game has multiple decks, minimum and maximum bets, adjustable bet increments, ticket printing, adjustable deal timer, and programmable date and time. Security features include Amazing Plus validator, locking stackers, external cabinet access to cash out records, and battery backup. Phone: (919)933-8066

Also shown: Casino 21, Dixie Original Crane, The Phantom, Silver Falls, and Victor 6.

MELTEC

Spin Doctor

(novelty) Players time three spinning wheels and push-buttons to stop them at just the right time. Each wheel has various point values and the player attempts to line up three of a kind for higher scores and more tickets. Match up three 10,000 decals and win the progressive

ticket bonus.

Big Mouth 2000
(novelty) Shoot the teeth of out the game's clown for ticket rewards. The unit requires 40 percent less space than the original and features hot new graphics. Phone: (503)643-8312

MERIT INDUSTRIES

Megatouch XL
(video) This countertop is powered by a CD-ROM and features multiple games including card games, adult puzzle games, and trivia, among others. This latest in Merit's line of countertops is billed at the ultimate in touch screen technology and also comes in a cabaret model with a 19" screen. Phone: (215)639-4700

Also shown: Scorpion DX darts with automated league management system and an easy-to-read overhead display.

MICRO MFG.

Global Touch HD
(video) This hard drive-based unit offers alluring full motion video with exotic male and female dancers, 50 games to choose from on regular or tournament play, individual high score menu, faster play, and changeable graphics. Global Touch is available in 19" upright model and a new 14" steel constructed countertop model and comes with a coin mech, dollar bill acceptor, or both. Phone: (615)793-5510

Also shown: Magical Odds, Major Poker, and Turbo Poker II.

MISSION CRANE

60" Dual
(crane) The makers of "furniture" cranes, introduced the 60" dual crane to add to its line of luxury skill cranes. There are seven models available in five different sizes. Five of those models feature solid wood cabinetry. Phone: (800)692-2529

NAMCO

Motocross Go!
(dedicated video) This competitive motocross racing game offers three different track choices, several CPU controlled bikes that add to the traffic and competition, bike-to-bike bumping and collisions, trick jumps, and an emphasis on skill and strategy. Other features include handlebar feedback steering, pneumatic bike frame feedback, spearate audio channel with gas tank mounted speaker, twist throttle and squeeze type brake controls, and adjustable viewpoint.

Beastorizer
(video kit) This animated fighting game is intuitive for Tekken players, according to Namco. There is a new beast feature where the player becomes the beast by fighting aggressively to build up the beast meter. As a beast special beast attacks are added and standard ones have increased damage.

Libero Grande
(video kit) This soccer-themed game utilizes System 12 technology. It's a one-player game with linkable cababilities. Features include two eight-way joysticks and three buttons that control a variety of functions. Players can choose among 32 international teams and select one of 10 different players, each varying in size, speed, strength, and skills. Phone: (630)238-2248

Also shown: Final Furlong

NATIONAL CRANE NETWORK

The Prize Factory
(crane) Modular design jumbo crane with sliding component tray, dual coin mechs, and $1 bill acceptor. Phone (888)262-6747.

Also shown: 42" jumbo cranes in whitewash and oak finishes.

NATIONAL ELECTRONIC TECHNOLOGIES

VideoNet
(Internet terminal) This public Internet unit includes a 15" touch screen, camera for sending full motion video messages, Mars bill and coin acceptors, phone handset for privacy, easy slideout tray in back for service, 16-bit sound from dual speakers, optional card readers, and a one-year warranty on all components. The company plans to introduce links to the most popular topics and ongoing game content. Phone (506)847-4969

NETPECKER

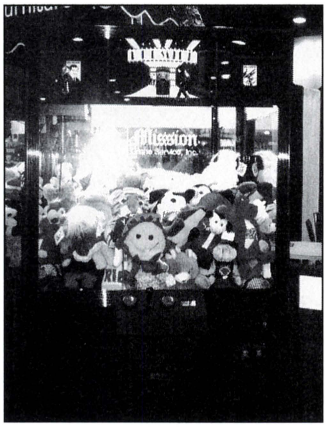
Public Internet terminal
This free standing terminal offers a quick and easy way to access information on the Internet including weather, entertainment, sports, stocks, e-mail, travel arrangements, and accommodations. It is equipped with unique software, state-of-the-art keyboard, two-button mouse, and bill acceptor. Phone: (603)526-4888

REEL 'N' QUAKE!
FOR AMUSEMENT ONLY MALFUNCTION VOIDS PLAY

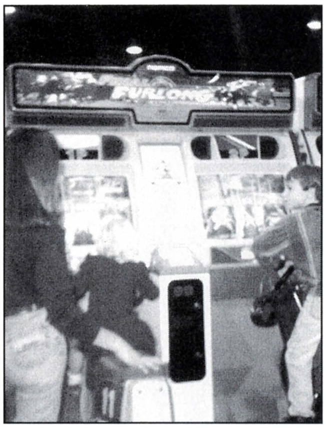
Magnum Mfg.'s *Reel 'N' Quake*

SEXUAL CONTENT MILD
AAMA

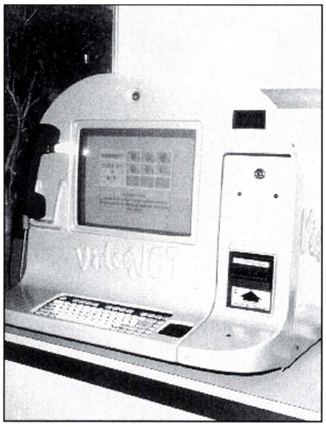
Micro Mfg.'s *Global Touch*



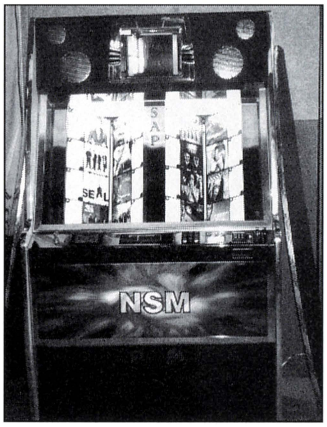
Mission Crane's
Premier 60" double



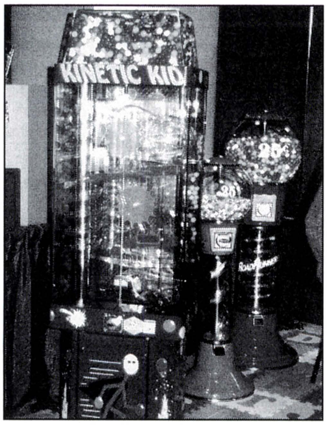
Namco's *Final Furlong*



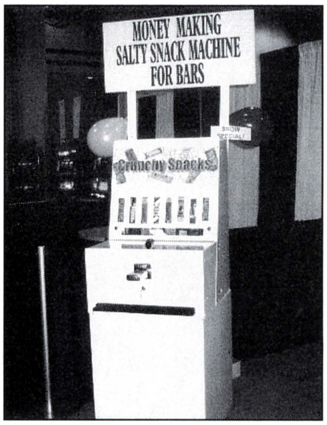
National Electronic Technologies' *Video Net*



NSM's *Sapphire*



O.K. Mfg.'s *Kinetic Kid*



Paramount's *Snackstak*

NOEL INDUSTRIES

Lax

(rotary) Four-player rotary merchandiser with automatic prize redemption mechanism. Also available: Lax Jr. one-player model. Phone (813)785-7630.

NSM

Sapphire

(jukebox) A very quick, highly user friendly 16-album display, a high-performance MBC III CD changer visible in the top section of the cabinet, a lower front glass with easily exchangeable graphics, ES 5.1 programming technology including over 100 programs, and data retrieval capability.

Emerald Ice

(jukebox) This wall jukebox features 2,000 songs in the space of a payphone. It has all the HyperBeam performance of NSM's floor models with a distinctive, stunning style that shimmers in silver, ultra-marine, and green. Phone: (630)860-5100

Also shown: Performer Wall 2000, Digital Thunder, Performer Grand 2000, and Nostalgia Gold.

O.K. MFG.

The Classic Series

(gum vendor) This classic series of rack stands holds 30 percent more product, comes in three different colors, and has a variety of stands: single- and double-head metal stands, two classic wood stands, and the Bubble Stand.

Toy Runner

(spiral vendor) Available in a variety of colors and can dispense any standard capsule from 1.3" to 2". Also available: Road Runner, a gumball version that can dispense any round gum, candy, or capsule up to 1-1/4" in diameter. Phone: (801)974-9116

Also shown: The Coaster Series featuring Circus World, the world's greatest gumball show; Gumball Coaster, the ultimate gumball ride; and Kinetic Kid, a kinetic gumball dispenser.

PARAMOUNT D.M.P.

Snackstak 3107

(snack vendor) One of three snack vendors designed for locations too small for existing machines. The 3107, a crunchy snack machine, is designed mainly for bars and restaurants. There are also the 3101 (small stores, auto dealerships, etc.) and the 3103 (designed to sit next to a coffee machine). Phone: (718)596-1700

Pierce Engineering's *The Instant Photo Sticker Machine*

P&E's *Street Hoops*

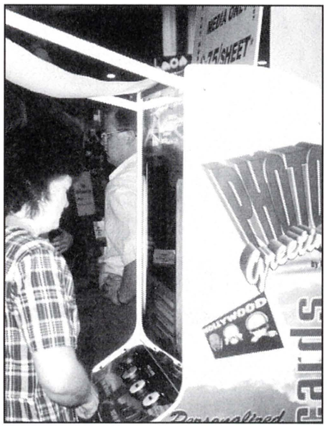
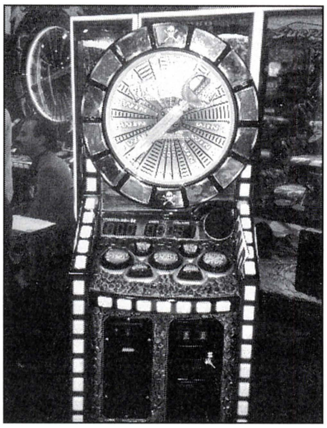


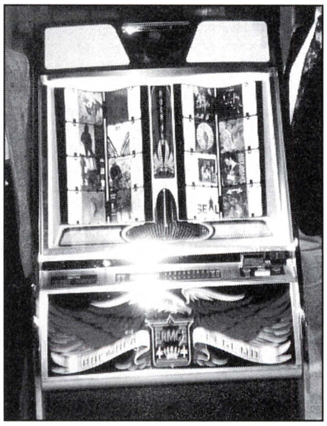
Photo Vend's *Photo Greetings*



Planet Earth's *Pirate's Revenge*

THE UNTOUCHABLE

PlayPak's *The Untouchable*



Rock-Ola's *Black Legend*

Rock-Ola's *Corvette*

COMPACT DISC

Rowe's *Starlight*

P & E TECHNOLOGIES

Street Hoops

(novelty) Designed to appeal to a large player base, Street Hoops allows you to beat the clock by flipping ping pong sized basketballs at a variety of baskets, each with different point values. Bonus points are scored by sinking shots at lighted baskets. Features include reliable ball handling mech, exciting sounds, dipswitch settings, and three prize modes—winner every time, preset points required to win prizes, and auto program. Phone: (732)872-9800

Also shown: CigarVend and a full line of poker and 8-line games.

PHOTO VEND INTERNATIONAL

Photo Greetings

(photo) The unit delivers personalized photo postcards and funcards purchased by consumers who choose from dozens of designs. It utilizes an open architecture that facilitate custom designs. Phone: (941)433-0716

Also shown: Sticker Club photo sticker machine.

PIERCE ENGINEERING

The Instant Photo Sticker Machine

(photo) Features include an advanced optics system that lets customers see their image, 16 stickers per sheet or four Jumbo stickers per sheet, 20-second print, 200-sheet capacity, and 33 different backgrounds. Booth backdrop is included. Photo: (805)375-6500

PLANET EARTH

Pirate's Revenge

(novelty) The player spins a giant sword with the objective of skillfully stopping the sword on various win areas. The optional seven-button game allows the player to push the Two Times Button and skillfully try to double his tickets. The player must choose a red or blue color and attempt to stop on the selected color to win. Phone: (818)773-7200

Also shown: Dinoscore, Jumbo Treasure Falls, Surfin' Safari, and Treasure Falls.

PLAYPAK

Battle-Girl

(video kit) Developed on a Mac-

Intosh-based PC platform, this title uses a 2D overhead perspective and color vector graphics overlaid on a scrolling field. The player is cast in the role of Battle-Girl, a mystical being called forth from beyond to protect the forces of order in the universe from the evil Terminus.

The Untouchable
(video kit) Developed on a MacIntosh-based PC platform, this CD-ROM game is an interactive martial arts movie with Hollywood quality special effects, and a full salte of martial artists like Khan and X.

Project Magellan
(video kit) Developed on a MacIntosh-based PC platform, this high speed space shooter takes place on the 1,000th anniversary of Ferdinand Magellan's trip around the world. The government, in a commemorative gesture, commissions an armada of spaceships to explore the universe. They are attacked and in response two assault fighters are launched. Phone: (215)996-1740

QUARTERMASTER

Six Pack
(card game) Multigame system that features six different card-themed games—Blackjack, Deuces Wild, Bingo, Fruit Fever, Carolina Hold 'Em, and NASCARD 9. Available: now, in a dedicated woodgrain upright cabinet. Phone (615)848-2829.

Also shown: Multiplayer Blackjack—for up to five players.

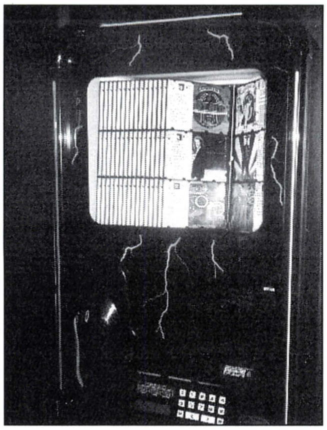
RAINBOW CRANES

A brand new 30" novelty/candy crane
This versatile unit can be run as a win-every-time, small plush, or novelty unit. It features a new state of the art tracking system. It's larger than a regular candy crane measuring 30" x 27" x 60" tall. Phone: (800)466-3711

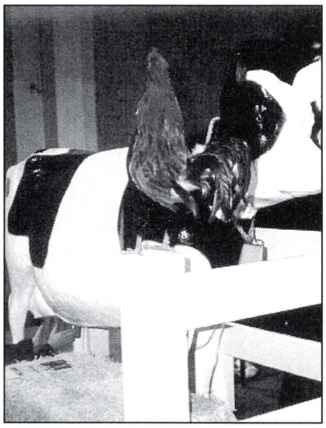
Also shown: Complete skill crane line

ROCK-OLA

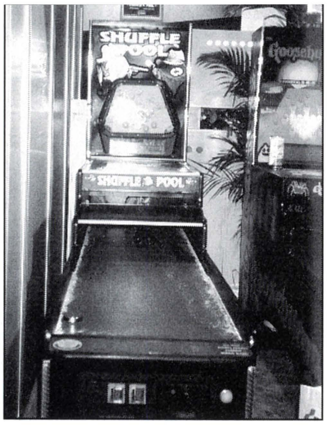
Black Legend
(jukebox) This limited edition is the first from the popular Legend Series. Its fresh styling includes a black and tan color scheme, a beautiful eagle and shield adorning the front door, and a new top crown. It's outfitted with Rock-Ola's advanced 4.0 SyberSonic electronics and a new, user-friendly audio system.


Rowe's *The Storm*

MAGNET FEVER
Sammy USA's *Magnet Fever*

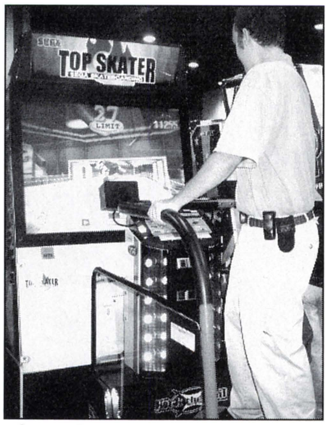

Sega Pinball's *Udderly Tickets*

AUSTIN POWERS
Sega Pinball's *Austin Powers*

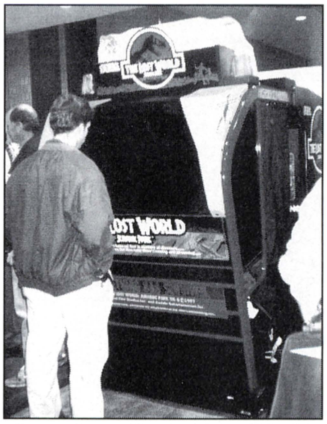


Sega Pinball's *Shuffle Pool*

Goosebumps
Sega Pinball's *Goosebumps*



Sega GameWorks' *Top Skater*



Sega GameWorks' *Lost World: Jurassic Park*

Corvette
(jukebox) This machine captures a striking blend of quality craftsmanship of the nostalgic cabinets with the classic style of one of the world's most desired cars, the Corvette. Rock-Ola has reproduced the Corvette symbols which have become icons of a time when style was a tradition. Phone: (847)928-2121

ROWE INTERNATIONAL

The StarLight
(jukebox) The new title display is designed to merchandise music and stimulate maximum play with 12 full-sized CD jackets beside easy-to-read title strips, motor-driven pages holding 100 CD albums, and an attract mode that turns the pages automatically. Autoplay generates random selections, and the unit comes equipped with a Rowe bill acceptor.

The Storm
(wall-mounted jukebox) This unit features double animation, eye-catching neon lights, coin and bill acceptors, an exclusive seven-band equalizer, three channel surround sound, modem capability, six-jacket display, and karaoke compatibility. Phone: (616)243-3633

Also shown: The company's line of vending and change machines and karaoke kit

SAMMY USA CORP.

Sports Arena
(crane) This new version of the Key Catcher is even more dazzling than the original. It was shown in a suite, but operators were able to see it at IAAPA for its official introduction.

Ghost Train
(redemption) Stop the spinning wheels with three buttons on this one-player ticket redemption piece. Add rotating lights for a special bonus. It features a haunted house theme and is housed in a mini upright cabinet.

Magnet Fever
(rotary) This two-player rotary brings another dimension to merchandising. It dispenses magnets and other prizes after the player presses a button and watches the arm try to slide it into the prize chute. There's a special prize tray to give you more prize options. Phone: (847)364-9787

Also shown: Key Catcher, a merchandiser, vending machine, and amusement game *rolled into one.*

SEGA GAMEWORKS

The Lost World: Jurassic Park
(video simulator) This is billed as the first ever Model 3, 3D shooting game offering one million polygons per second, full textured mapping, and 60 frames per second. Sega is offering this under a lease plan. Call for details.

Print Club
(photo sticker machine) This is version 2 of Atlus' sticker machine. It features a new way of capturing memorable shots in just 30 seconds and is self contained with a variety of different backgrounds.

Water Ski
(video simulator) If you love to ski but hate the water, this is for you! Step into the skis that simulate being on the water, select from four different characters, and try your skills on one of three thrill saturated courses; view the action on a 50" monitor.

Motor Raid
(video simulator) Hop on the motorcycle and battle your way to the finish line in this futuristic bike racing simulator. Sega is offering a lease plan option. Call for details. Phone: (650)802-3100

Also shown: Top Skater featuring real skate board action and a lease plan option.

SEGA PINBALL

Udderly Tickets
(redemption) This life-size cow caused a stir. The player kneels by the udders, like you'd be milking a cow. Then he tries to grab the udders as they light up.

Austin Powers
(redemption) This skill game, named after the obnoxious character in the recent movie of the same name calls for the player to stop the chaser light for big tickets baby! Stop on the big spin for an added bonus on the groovy big wheel.

Goosebumps
(redemption) This skill game challenges the player to wake the ghosts from their tombstones and then stop them from their horrible hauntings. Available in several sizes.

Shuffle Pool
(shuffle skill game) This full size table is great for taverns, clubs, lounges, etc. Designed with the adult in mind but available in a smaller size for youngsters. Phone: (708)345-7700

Also shown: Cut the Cheese, a comical coin roll adventure where coins fly through the air and plop into the motorized potty.

Sega GameWorks' *Water Ski*

Sega GameWorks' *Motor Raid*

Super Cherry Master Plus

Kevin Sharp's *Super Cherry Master Plus*

Multi Tab
Multi Tab

Sharp Image's *Wildfire*

Prize Circus

Smart's *Prize Circus*

Smart's *Bear* series

SNK
Neo Print
SNK
Photo Stickers
Photo St

SNK's *Neo-Print*

Road's Edge
Road's Edge
Neo Geo

SNK's *Road's Edge*

SELECTRA

Sticker Machines
(bulk vending) Vending machines that dispense removable tattoos and stickers. Phone (718)931-4800.

KEVIN SHARP ENTERPRISES

Super Cherry Master Plus
(8-line) The game allows players to select three types of double up games—normal, high-low 5, and high-low 3—and features Triple Jackpot and Triple Bonus. This game from Dyna is the latest in the popular series. Phone: (615)895-9099

Also shown: Reel 'N Quake, Sharp Touch, and the company's line of 8-line and poker games

SHARP IMAGE

Wildfire
(pull-tab machine) The company bills this as the only video multigame pull-tab playback device. This game gives the player of traditional paper pull-tabs the add enjoyment of seeing the results displayed on a video monitor. The player can choose from 10 different game titles and four different game types like Keno or Poker. Available in a wide body cabinet as well as upright. Phone: (818)341-8900

SKEE-BALL

Demolition Zone
(bopping/stomping) Players hit randomly lit buttons to demolish a condemned building. Tickets are awarded at various levels. Colorful 3D graphics and sound add to the appeal.

Rage in the Cage
(sports) Completely redesigned in terms of mechanical aspects and electronics. The street look remains with a brighter, more vibrant package. Still operates with 7" minibasketballs; a ticket dispenser is optional.

Scat Cats
(alley bowler) A redemption game based on the popular midway game Cat Rack. It's set up like all alley games—players roll a ball toward a target board and must knock over cat figures. Phone (215)997-8900

Also shown: Super Shot Jr. (sports) and Circus Hi-Rise (bopping/stomping).

SMART INDUSTRIES

Bear Claw skill cranes
This new series of cranes, a redesign of its Clean Sweep models, features modular construction, microprocessor game board, credit/timer readout, joystick, double coin mechs with locking cash box, three- and five-point locking systems on all doors, and tempered safety glass. It comes in 26", 42", and 60" models, the last of which is available as a single or double.

Prize Circus
(crane) This merchandising machine challenges players to match traveling lights in order to win a corresponding prize including items ranging from watches and jewelry to larger 10" plush pieces. Standard features include anti-tilt design, high-security construction, colorful graphics, motion/action sound, credit display, double coin mechs with locking cash box, and tempered safety glass. Phone: (515)265-9900 or (800)553-2442

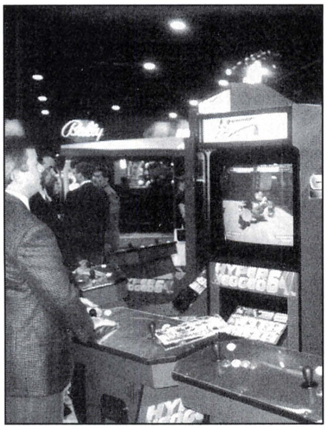
Also shown: Candy Crane, Clean Sweep cranes, the Showcase Magnetic Crane, and the Smart Ticket Center.

SNK

Neo Print
(photo) This photo sticker booth offers multiple options including three color variations, 12 basic frame styles with four different fun and original frames and 48 different backgrounds, and a preview function that lets customers get just the right photo. The unit is cartridge-based, has a built-in high-speed printer that produces photos in less than 30 seconds, and a unique cabinet design with minimal footprint.

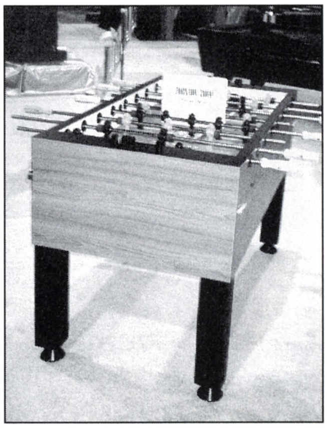
Road's Edge
(video) Sport utility vehicles are the medium of choice in this driving simulator game, the first in the Hyper Neo Geo 64 series. The game's reactive handle lets players experience the real sensation of driving as they sling through sharp curves and navigate bumpy roads. This new ROM cassette software system displays both 2D and 3D images at 1/60th of a second combined with realistic computer graphics and full sound.

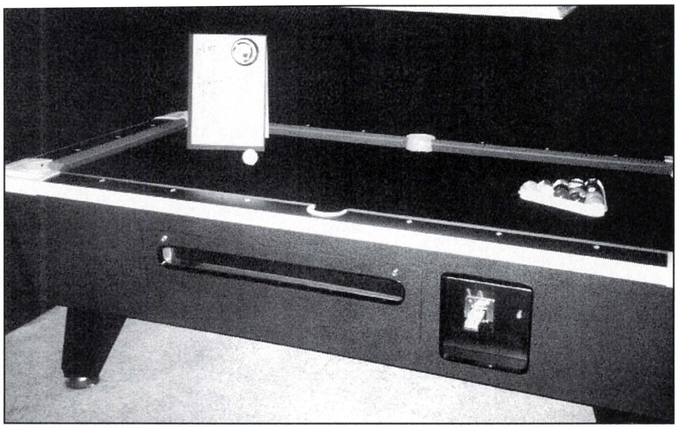
Samurai Shodown 64
(video) This 2D favorite is now available as a 3D fighting extravaganza. Player are able to smash through screens, plow into the next room, fall through floors into hidden cellars, and move around the 360-degree battlefield. Characters ranked at the top of fan's list are now more appealing, and a new story and characters will help generate increased popularity. Phone: (310)371-7100

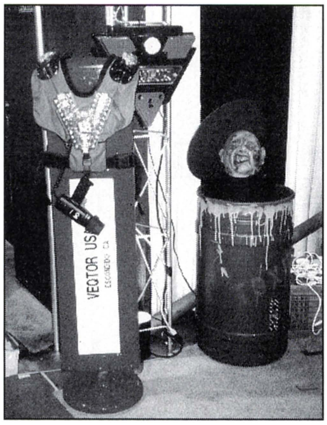

SNK's *Samurai Shodown 64*

Theisen's *Snoopy's Doghouse*

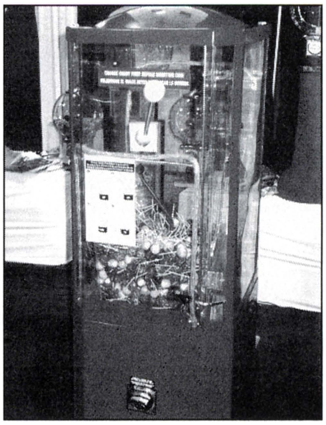
TouchTunes
DIGITAL JUKEBOX, INC.
TouchTunes' Digital Jukebox


Valley's *Tornado 2000*


Valley's blacklight upgrade



Veqtor's *Elite*


West Coast's
Lollipop Exchange

THEISEN VENDING

Snoopy's Doghouse
(kiddie ride) When kids see Snoopy relaxing on his doghouse, you won't be able to tear them away! This ride features a bright red doghouse with wheels and a yellow seat for the child. Phone: (612)827-5588

TOUCHTUNES

Digital Jukebox
(jukebox) There are 500 songs downloaded and stored in the jukebox's hard drive. Operators are able to delete songs that have lost their popularity and download new music via existing phone lines. Phone: (847)419-3300

ULTRAZONE (LASER TAG)

Full line of laser tag equipment
Including vests and laser guns that offer a wide range of adventures from fast-fire formats to strategy games for experienced players.
Phone (702)734-3617

UNITED MACHINE CORP.

Bean Bag Crane
(crane) Flexible cabinet with special lithographed design perfect for those popular bean bag babies. Dimensions: 31" wide x 25" deep x 64" high. Custom colors, woodgrains, corporate logos, and special graphic designs are available. Phone (908)286-1120

VALLEY RECREATION PRODUCTS

Blacklight Upgrade Kit
(pool) This kit transforms any Valley Cougar pool table (from mid-1970s vintage on up) into a fun, glow-in-the-dark pool experience. It comes complete with blacklight reactive parts such as table corners, cloth for the rails and playing surface, pocket liners, balls and triangle, trim parts, and diamond markers.

Tornado 2000
(foosball) This favorite has been improved with a new Taj Teak cabinetry in a wild grain color. The playfield also bears striking new markings giving the machine a whole new look.

All of the player-preferred features and quality construction has been retained. Phone: (517)892-4536 or (800)248-2837

Also shown: Cougar IQ, Cougar 8, and Cougar Wall-Mount dart games; Big Cat, Black Cat, and Cougar ZD-7 pool tables, and Tornado Table Hockey.

VEQTOR

Veqtor Elite

(laser tag) As part of its lineup of features, operators can influence live shots, down time, shot strength, and shot type. The system also has a stealth mode which allows more experienced players the opportunity to enjoy the game in almost total darkness. Phone: (760)747-0840

Also shown: Interactive targets.

WEST COAST MFG.

Lollipop Exchange

(vending) The customer begins the vending process by scooping up the pop of his choice, placing it in the insert tray, inserting a coin in the Beaver mechanism, and watching it travel through a clear zigzag tube to the dispensing area. The machine will also vend capsule toys, bouncing balls, and puzzle balls up to 1-1/2" in diameter. Phone: (954)725-8314 or (800)240-5256

Also shown: Gas Pump, Mini Gas Pump, and a full line of spiral gumball vendors.

WMS INDUSTRIES

Cirqus Voltaire

(pinball) Innovations abound in this festive pinball release including lowering the video display from the backglass to the playfield so novice competitors can focus on both game play and the monitor. The bold colors and pop up features also harken back to the days of classic pinball games.

Mortal Kombat 4 Revision 2

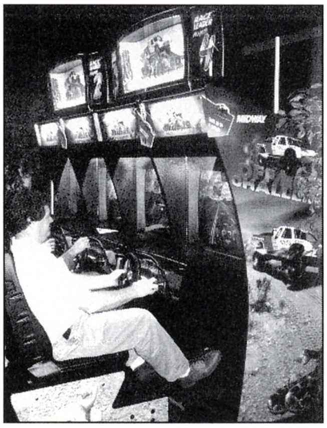
(video) With three new characters, a tag team function for four-player action, new endings and fatalities, and more weapons, this 3D fighting game outpaces the previous versions in the series. The revision, released in October, makes MK4 a whole new game.

NFL Blitz

(video) Features on this already popular football game include acrobatic catches, wild tackles and sacks, and nine players from each of the NFL team rosters. The real NFL footage used to create the game will attract die-hard sports fans.

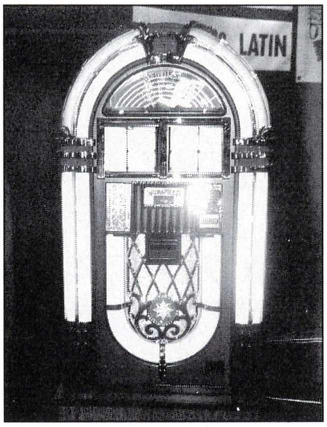
Williams' *Mortal Kombat 4*

Williams' *NFL Blitz*



Williams' *Off Road Challenge*

Williams' *Cirqus Voltaire*



Wurlitzer's *Princess*

NEWS NOW!
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www.playmeter.com

Off Road Challenge

(video) Six fantasy tracks offer a variety of challenges in this game, which allows players to interact with the environment around the track and attempt advanced driving maneuvers such as power slides and jumps. A Speedshop Buy-In feature lets players add special attributes to their vehicles.

Touchmaster 3000

(video) Coming on the heels of the most recent Touchmaster 2000 update, the newest set of upgrades includes new games like Kick Champion and Word Search as well as a classic from the company's library, Breakout. The update also features for the first time erotic games which are operator and/or location adjustable. Phone: (773)961-1000

WURLITZER

Princess

(wall-mounted jukebox) This new jukebox is a miniature of the nostalgia box One More Time and can be mounted on the wall or on a pedestal stand. Features include coin and bill acceptor with stacker, three-function remote control, 120 CD capacity, internal test speaker, programmable play stimulator, quick-view selection process, internal diagnostics, and E-Z access speaker connections. The unit fits into most existing wall brackets. Phone: (201)807-2616

Also shown: One More Time, Rainbow, and Rave On.

ZAMPERLA

Comics Car

(kiddie ride) Features include a triple arm motion for moving back and forth and side to side, working accelerator, and horn.

Rhinosaurus

(kiddie ride) Dinosaur-themed one child ride that moves up and down. Phone (201)334-8133 ▲

DEVELOPERS' ROW

Open Arcade Architecture

kicks into first gear

Operators looking for the promised new wave of affordable games gravitated to Developers' Row at AMOA Expo '97. While most PC-platform games shown were still being refined, one stood out as ready to go: *Kick-It* by Interactive Light, which is being marketed by I.C.E.

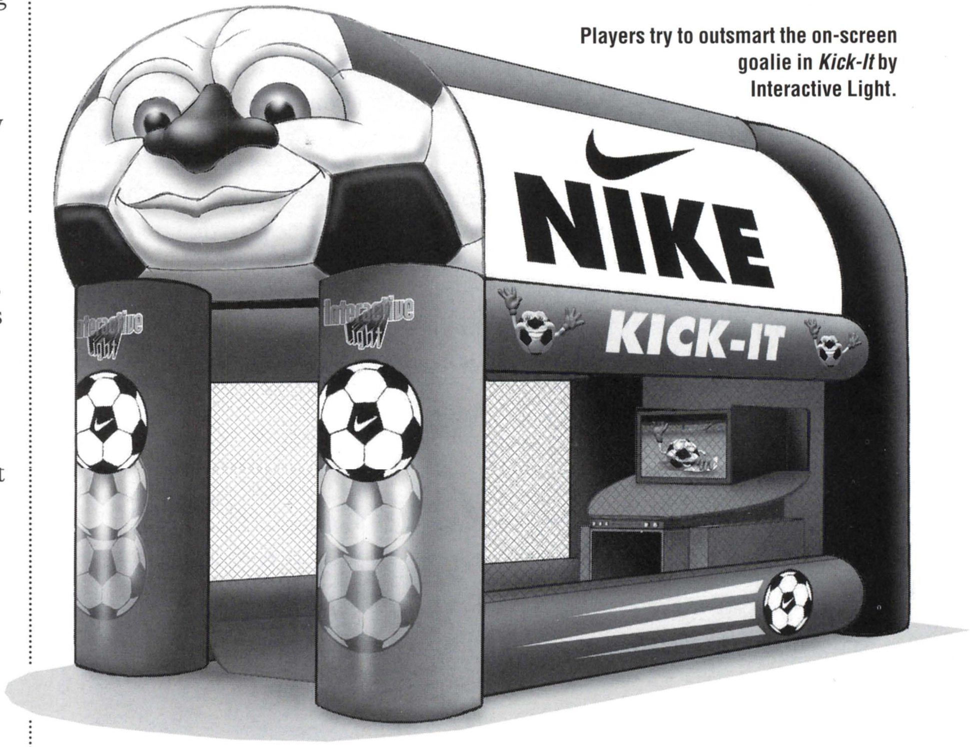
You eye the goalie as you get ready to blast another soccer ball by him. He's good, but you're confident in your kicking abilities. You stare him down as you kick the ball and score! The crowd goes wild, the music soars, and...a 3D soccer ball character winks at you?

Welcome to *Kick-It*, the latest arcade and location-based entertainment title from Santa Monica-based Interactive Light, makers of the recent hit game *Home Run Derby.* In *Kick-It*, players use a real soccer ball to try and outsmart an on-screen 3D goalie. Using Interactive Light's patented Smart Beam infrared sensors, the game measures the exact movement of the ball after it's kicked, then displays the shot coming in on a large monitor.

As the player physically kicks the ball, the on-screen goalie reacts like a real, live player as he leaps to block, catch (or miss!) the ball. Goalie, ball, and a crowded stadium are all rendered on the fly in stunning 3D, a technique perfected by Interactive Light's software subsidiary, Immersia Ltd. An animated "soccer ball head" character, soon to be named, lets you know how you did at the end of the game.

Goalkeeper movements are managed by a proprietary Hierarchical File Format, enabling him to react realistically to every type of kicked ball based on ball position, ball velocity, ball horizontal and vertical angles, and goalkeeper initial position.

The goalkeeper's behavior is managed by a proprietary human behavioral algorithm which takes into consideration real-life parameters such as basic physical characteristics, ongoing weariness, attitude, state of mind, risk, gamble, and others.



Players try to outsmart the on-screen goalie in *Kick-It* by Interactive Light.

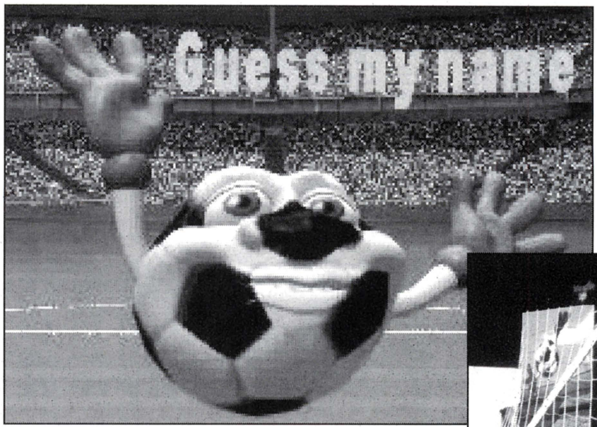
"After the goalie gives up a goal, his attitude changes respectively as well as his state of mind, explains Interactive Light CEO Amir Rubin. His ongoing weariness changes in accordance with his previous moves and dives, and his decisions for taking risk or gamble for the next kick are affected."

The fully modeled 3D stadium includes many active billboards, with the ability to customize background logos, team/country flags, advertisements, and other signage. The game also boasts three different goalkeeper skill levels to keep it challenging for players of all ages and abilities. The stadium chalk lines and goal net use a proprietary real-time level of detail-rendering algorithm in order to keep them as sharp and detailed as possible from any angle they are viewed from.

Interactive Light announced *Kick-It* at the recent AMOA Expo in Atlanta, and began shipping the game to arcade locations Oct. 15. *Kick-It* boasts all of the interactivity of Interactive Light's previous games, but with an important new feature: it's the first game to implement Intel's PC-based Open Arcade Architecture.

"We worked very closely with Albert Teng's group at Intel to develop *Kick-It* with OAA specs," notes Rubin. "They provided the direction and technical support necessary to bring

Kick-It to the market on time."



Left: Soccer Man lets you know how you did at the end of the game.

Below: Intel's Claude Leglise plays Interactive Light's *Kick-It*.

THE OAA

Have you ever considered what it would mean to the arcade and LBE industries if games could be developed right from the start in a non-proprietary, PC environment? Wouldn't it be great if a game only needed to be developed once, and could easily be upgraded to introduce new levels while giving the game greater earnings potential and longevity?

That's the mission of the OAA. Its specification is based on the Pentium II processor, and was developed by Intel in response to an invitation by the AMOA and several coin-op developers. OAA-based games like *Kick-It* take advantage of Intel's 3D graphics accelerators, making it easier to process sound, video, and graphics data.

"The Intel architecture allows us to feature rich graphics and incredibly fast frame rates," continued Rubin. "And it's a sound financial model, comparable to how the movie industry produces sequels or migrates titles to foreign markets. We can showcase our games in the arcades and then release them to the home market sometime down the road."

"Not only does an open arcade game have a lower total cost of ownership," says Douglas Schiller, CFO of Interactive Light, "but with the current trend of reductions in the cost of PC technology, the up-front costs are lower as well, so we can introduce future games to the market more quickly and more cost-effectively."

Since Intel announced the specification (http://www.openarcade.com) in April, more than 80 companies representing all stages of the industry from development tools vendors and hardware developers to coin-op game publishers, distributors, and operators have joined together in supporting the OAA.

Their aim is to increase marketing opportunities for arcade and location-based entertainment, and provide consumers with top-quality games in arcades, and ultimately, in the home. It has the support of companies including Compaq, Microsoft, Namco, Sega GameWorks, and Sony, to name a few.

"Namco fully supports OAA; here in the United States we operate 650 locations with about 25,000 games so anything we can do to reduce operating costs while providing new titles for our players is critical to our future," said Namco senior vice president of operations David Bishop. "The game business has gotten a little stagnant but we think OAA will provide a much needed lift to the industry," he continued.

Says Boston-based Dream Machine's Alan Frazier, "We think OAA will be a boon for the market and one which will stimulate some creativity. Basically, we've survived on two figures fighting on the screen for years, but the new PC-based games should provide players with some fascinating interactive games. We have been planning on PC-based games for the past two years and we're glad they are finally here." Dream Machine is a mall-based company with 35 locations around the country.

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BENEFITS FOR DEVELOPERS

Immersia Ltd., Interactive Light's software development subsidiary, made the decision to adopt the PC as its arcade game development platform about 18 months ago. "From a developer's point of view," says Joseph Deutsch, president and CEO of Immersia, "a critical factor is that you're working with well-defined standards, rather than a dedicated proprietary game platform, which most games use today." This allowed Immersia to easily staff its company with experienced software engineers in order to create games in a cost-effective manner.

Working on a PC, game developers use state-of-the-art tools including compilers, debuggers, and version control systems which assure high-quality final products. Selecting the well-defined standard of the OAA led Immersia to develop many infrastructure software modules, targeting arcade-specific issues such as the arcade

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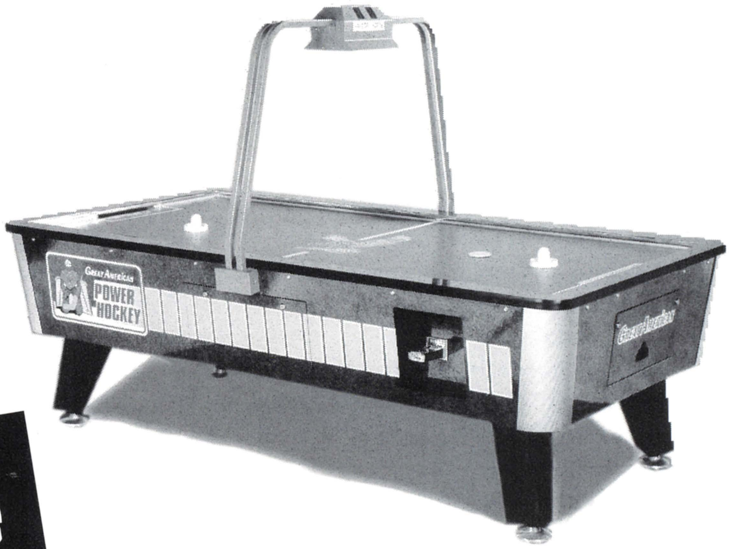
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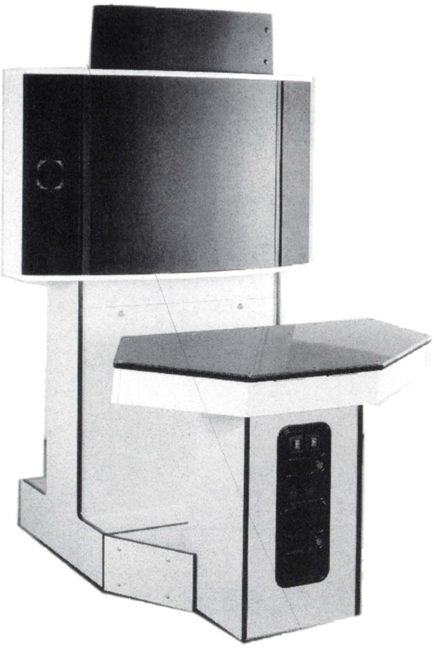

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operator, attract mode, and game peripheral control.

These infrastructure modules, combined with Immersia's state-of-the-art object-oriented design and implementation methodologies, are now packaged as a Coin-Op Toolkit that Immersia's developers can use again and again as they develop each new arcade game.

The Coin-Op Toolkit will be available to other OAA developers in the future, allowing them to concentrate on game content. Says Deutsch, "Game improvements are ultimately less costly because game developers can boost game performance much more quickly."

Interactive Light and Immersia management outlined some additional benefits of developing games based on the OAA PC platform:

Multiple suppliers—Before OAA, developers were forced to license proprietary dedicated platforms from a single source, often a competitor. Developers who use OAA specs can choose a supplier for PC hardware from among many, increasing quality and reducing cost.

Quick turnaround—When developing for the PC platform, OAA developers can quickly upgrade hardware, and need only send game operators a CD-ROM for quick software upgrades.

Customizability—OAA games can be customized on a per-location basis. Logos can be added, and special upgrades for events or holidays can be added and removed easily.

Faster Development—Instead of spending valuable time porting the code to the PC, they can focus on making improvements and adding features to the existing game.

ON THE HORIZON

According to Deutsch, there are a number of elements that Interactive Light would like to see in future games, such as higher resolution graphics, higher frame rates, enhanced lighting and shadows, true anti-aliasing, atmospheric effects, 3D sound, and more complex simulations.

However, for the immediate future Interactive Light feels confident *Kick-It* will be a success. And arcade customers around the world are about to find a welcome boost as a number of fun and exciting OAA-based games hit the market during then next 12 to 18 months.

For more information, contact I.C.E. (716)759-0370, fax (716)759-0390 or Stuart Wallock at Interactive Light Inc., (800)213-3752, fax (310)452-7443.

Story provided by Martin Levy is of Morse McFadden Communications in Seattle, Wash. ▲

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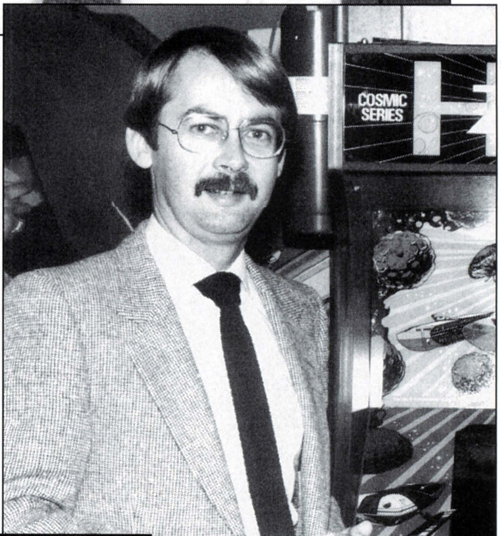
TIME FLIES

It's time to forget the present and take a few minutes to step back into the industry's past with these nostalgic photos.

ROWE
vending

At an early trade show (most probably an AMOA since there weren't too many shows back then!) are, (l-r): Al Kress and Donna Kress of Coin Machine Distributors (they now have Benchmark Entertainment) and Mike Rudowicz of Bally (now AAMA president and with Konami).

Ed Schmidt just recently joined *TouchTunes*, the digitally downloaded music company, to handle the technical end. He was with Bally for many years and was most recently at Capcom.



Paul Jacobs, who's been around the block in the coin machine industry. He now has his own company, AmeriCoin in the Phoenix area.

These three very happy campers were celebrating the 100,000th *Pac-Man* game off the production line. I don't know if any other video game hit that mark except perhaps *Ms. Pac-Man*. Let me know if you know of any and I'll share it next time. Fom left: Stan Jarocki, Dave Morofske, and Larry Berke.

Central Distributing's Mark Singer with Atari's hit video *Pole Position* so this must have been in the early '80s. Remember it was introduced during the laser disc heyday when everyone thought *Dragon's Lair* was only the beginning!

Vending expo SHOWCASES products for the '90s

Staffing the NAMA booth, (l-r): Tom McMahon, James Rost, Bill Hurley, Brian Allen, Larry Eils, and Julianna Belcher.

Technology, convenience, and selection are emphasized as the vending industry approaches the dawn of a new century.

Vending machine manufacturers are coming up with new ideas to improve vending. They keep finding new ways to deliver what you want to buy. So says the National Automatic Merchandising Association (NAMA). Those words sprang to life at the mid-October 1997 NAMA National Expo held in Orlando, Fla., the association's first show there since 1990.

The show's 300 exhibitors covered 275,000 square feet, and the show also offered dozens of meetings, presentations, round table discussions, and networking opportunities to give vending operators tools to improve their operations and profits, said NAMA president James Rost. The unanimous hit of the seminar line-up was called "Service Disney Style." The business climate of the 1990s emphasizes quality service and Disney does it right.

VENDING HISTORY

While we are enticed and amazed at the newest and even more clever ways to offer tantalizing items through a vending machine, we should know where the art of vending popular products began.

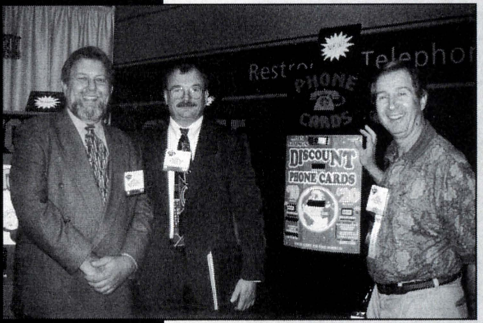
NAMA traces the history of vending back to 215 B.C. when a device was used to dispense holy water in the temple of Egypt. In 1076 A.D. the Chinese produced a coin-operated pencil vendor. Seven hundred years later, coin-operated tobacco boxes appeared in English taverns. In the United States, Thomas Adams placed tutti-frutti gum machines on the New York elevated train in 1888, and the first commercial cigarette vending machines came on the market in the 1920s.

Just after the first slug rejectors allowed large scale vending to begin in the 1930s, NAMA was founded. When the first coffee vendors were invented in 1946 it became customary to see vending machines used for coffee and then lunch breaks. In 1950 the first refrigerated units ex-

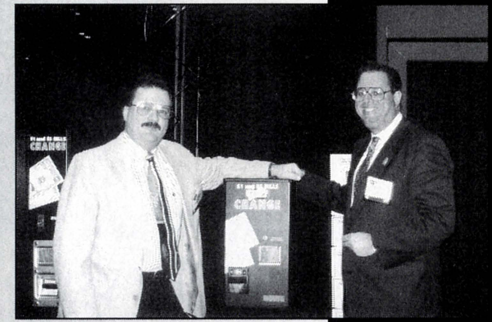
NAMA SHOW

Tired of Coin Relat
Service Calls?
IMONEX

At the Imonex booth, (l-r): Paul Pechinko (Ardac), Butch Bruner (Imonex), John Talnoris (Ardac), and John Peterson (Ardac).


PHONE CARDS
DISCOUNT PHONE CARDS

From left: Harry Seinbok of American Changer, Dennis Surprenant of New England Coin-Op, and Larry Levine of Woburn Vending.



Hugh Campbell (l) and Joel Friedman of Rowe make note of added features on their change unit.

Josef Schwarzli (l) and Brian Horton of Machine-O-Matic.

SCAN COIN
THE FIRST CHOICE IN MONEY HANDLING SYSTEMS

Arlo Sjoberg (l) of General Office Machines of Vancouver, Canada, talks with Per Lundin of Scan Coin.

From Northcoast Capital Leasing, (l-r): Matt Welly, Tom Raglow, Ken Kavalkovich, and Bill Raglow.

Chicago Lock Company

Chicago Lock group, (l-r): Bill Shinn, Fred Southward, Bo Bowditch, and Dale Padjen.

PHONE CARDS

Mike and Jennifer Derbogosian talk with David Swan (r) of XCP.

panded the lunch menu. Soon after that, in 1956 to be exact, NAMA established the industry's evaluation program to certify vending equipment; it was approved by the U.S. Public Health Service the following year.

During the 1960s the vending industry was growing faster than flowers in Haight-Ashbury. Dollar bill changers came in 1960, canned soft drink vending in 1961, and microwaves to heat refrigerated items in 1963. The 1970s claim to vending fame was water dispensers. The 1980s brought french fry machines, credit card/debit card devices for vending machines, frozen pre-cooked meals, frozen food vendors, coffee bean grinders, flavored coffees, espresso, cappuccino, and now remote wireless transmission of data in the 1990s.

WHAT'S ON TAP TODAY

It's been a long road to providing customers with that perfect cup of coffee or heated chicken noodle soup from a machine. This year at NAMA, attendees were witness to the vending industry's advancement into the new millennium with technology, convenience, and selection.

It's hard to single out just a few, but we'll try to give you a taste (pardon the pun!) of what was seen at the show.

PPI knows how to get those cheese and peanut butter lovers to follow them anywhere. The company's variety of cheese Squeezers are not only delicious but complete a nutritious snack when vended with bagels, soft pretzels, crackers, or English muffins. But peanut butter? It's in a dual pack with its soul mate, jelly.

Maruchan offered its Instant Lunch product that the company says delivers Profit! Profit! Profit! But customers say it's the Taste! Taste! Taste! that keeps them coming back for more. These were first sold through cold food machines but are now available for use in a variety of snack food machines including Automatic Products, National, U-Select, and Rowe.

We always stress how really good the food is, but alas the bugs found out too! Never mind, though, thanks to Fool-A-Bug's Fool-A-Bug Protector. It's a special leg that prevents crawling critters from climbing up to the Butterfingers.

Here are two items you won't want to eat, but you'll want to have. XCP notes in its literature that the vending operator has long been looking for a credit card interface for existing and new Automatic Vending machines that have the industry standard Mars coin changer. Obviously, XCP is thrilled to be offering just such an item called the XCP Model Credit Card Kit.

XCP is also finding a niche in phone card vendors with its current line it bills as compact, easy to use, attractive, economical, functional, versatile, user-friendly, and...well you get the idea.

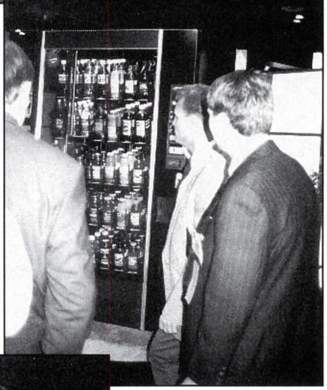
The latest item from Automatic Products, one of the most popular companies offering all types of vending equipment, has this tag line: "Quench your thirst without the burst." It's actually Model 511 the Robo Quencher, a glassfront vendor that will dispense soft drink bottles without breaking them (without the burst...get it?)

If you thought attending a vending trade show was the way to get away from the Internet, guess again. Two companies, Internet Space Station and NetPecker, are offering a solution for those who can't tear themselves away from home without their browser or those who haven't made the Internet's acquaintance yet. Simply put, you're vending Internet time.

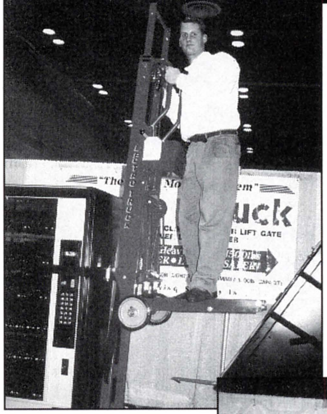
NEW OFFICERS

The show was also the occasion to announce a new slate of NAMA officers: chairman of the board—G. Michael Cronk (ARAMARK); senior vice chairman—James E. "Eddie" Hicks (Prestige Services); vice chairman—Alan Suitor (Automatic Products); secretary/treasurer—Dan J. Sofie (B & P Vending); and president—James A. Rost. The past chairman/ex-officio director is Don Hesch (A.H. Vending and incoming AMOA president). ▲

John and Mark Cox can't get enough of Frito Lay's Cheetos or Cheeta, the mascot.



Automatic Products introduces its latest glassfront vendor, Robo Quencher.



Innovative Moving Systems' Jon Beresford demonstrates the company's lifter.

Vernon McCoy shows an Internet access unit called the NetPecker, that drew the curious and the serious alike.

Anita Monro, NAMA's communications administrator, can still smile even at the end of the convention.

IAFEC ON THE MOVE

Give *negative thinking* a rest ALREADY!

HAROLD SKRIPSKY

I swear that there are too many people who dwell on the negative side of things. They almost seem to want to create self-fulfilling prophecies. Perhaps they hold day jobs as soothsayers and crystal ball experts. I think some of us have way too much time on our hands if we have nothing better to do than to consume pages and pages of publications and floor time discussing the lack of merit of this show or that expo, the probabilities of this or that happening to an association, and maybe even the proposition and pontificating that Halley Bopp has something to do with our industry's health and growth cycles. Let's give it a rest already.

As I see it, expositions and associations are here to help me stimulate and strengthen business; help me be a smarter, better operator for my guests; provide my key management with training and reinforcement programs, and above all, let all of us rub shoulders with our peers and trade ideas that work. I can't tell you how many new people I meet and thoroughly enjoy at the shows. Over the years many of these operators and suppliers have become good friends—I mean real friends where we share family information, business details, discuss plans, compare games, and talk food products, hot new redemption items, etc., etc., etc. I can't begin to tell how many headaches I have averted and how many good ideas I have put into effect because of my relationships with people I have met at trade shows. I am not talking intangibles here—I am talking 24 karat money on the table—in my pocket!

Every trade show is different. They have different objectives, different associations operating or sponsoring them, different suppliers participating, and different seminar objectives. But, as I see it, each of these trade shows is important to the industry and provide services that may or may not suit your business objectives. Our trade associations are basically the same. There is no "bad guy" here that I know of. Our main associations have our industry at heart and supply us with support, research, programs, and services we need to grow our business. Associations do the things that are necessary that we could never do by ourselves. Do we need to attend every show or expo? No. Do we need to belong to every association? No.

But whatever you do, go to a convention and join an association for all of the right reasons. Be pro-active, get involved, get your PMA (Positive Mental Attitude) fired up, and learn as much as you can from the show or association. Go ahead and kick some of the naysayers in the shins and tell them to lighten up. It's a darn fine day to be in this industry—warts and all.

Now that I've got that off my chest, I'd like to say a few other things about friends and contributions. I'm a firm believer that volunteering is a powerful endeavor. It's amazing what can be accomplished when numbers of people volunteer their time and expertise. We see this every day in IAFEC. The best thing is that it benefits the volunteer as much as the cause or purpose he volunteers for. Many of the friends I've made in this industry—the real special friends—have come through shared volunteer work. To name a few:

Gary Warner, who along with his father Art Warner, operated Coin Concepts until recently. They produced a darn fine product and are the kind of people this industry—any industry for that matter—can be proud to call its own. Gary has gone on to new challenges and opportunities, but it just plain makes me sad that he's not going to be there when I go to Fun Expo, AMOA, and all the other industry functions. We're going to miss Gary and Art, but mostly I'm glad to have had the opportunity to know them both as businessmen and friends.

Karyn Gitler, now merchandise manager with ShowBiz Pizza in Irving, Texas, started here at the Enchanted Castle and has grown to be the best merchandise person in the business. Karyn just completed her term on the IAFEC board, but she's not going far. She's still going to chair IAFEC's awards committee. Still, I'll miss her unique contributions to the board meetings. She's a dynamo and a breath of fresh air.

Frank Seninsky truly amazes me with the energy and commitment he brings to everything he does. He held up his hand and volunteered to chair the silent auction at Fun Expo this year. It was a record year—more contributions and more dollars raised. It's a tremendous amount of work, but he did it. Sure, he had help, and he'd be the first to credit the others, but he was the driving force.

R. Wayne Pierce, president of the International Amusement and Leisure Defense Association (IALDA), chairs IAFEC's Safety and Insurance Committee and put in uncounted hours on the new IAFEC insurance program through Sterling & Sterling Insurance.

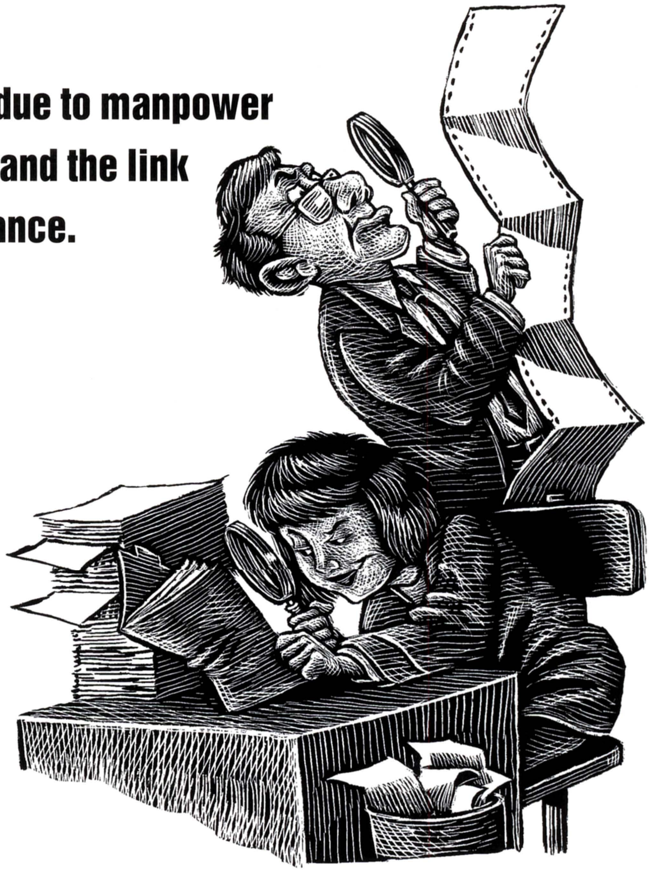
My predecessors as presidents of IAFEC, Ed Pearson, George McAuliffe, and Joey Herd each left a legacy and a standard to live up to. I've learned from each of them and have good memories of times shared.

These are but a few of those who through their friendship and fellowship have enriched my life. I hope you've made the commitment as a volunteer, either in IAFEC, another organization, or your community. It's an investment of time that pays off in so many ways. ▲

CHANNING **HAYDEN**

What *worries* small and mid-sized businesses?

Optimism is not as high as previously seen due to manpower shortages, tax concerns, financing venues, and the link between technology and company performance.



Small and mid-sized businesses are optimistic about future growth, but a bit less than in 1996, according to the sixth annual survey of small and mid-sized business owners conducted by Arthur Andersen's Enterprise Group and National Small Business United (NSBU).

EXPECTATIONS—Respondents are split in their expectations for economic growth. About half expect the economy will continue to expand; the other half expect it to flatten out. Three percent anticipate a recession.

The majority see increases in profits, sales/revenue, and employee compensation in 1997, but expectations are more subdued than last year. Here are some figures:

- 65 percent expect profits to rise, down from 70 percent in 1996. The average expected profit rise is 4.4 percent vs. 5.8 percent in 1996.
- 69.4 percent expect revenue to rise, down from 76 percent in 1996. The average expected revenue increase is 5.4 percent versus 6.9 percent in 1996.
- 54.6 percent expect employee compensation to increase, down from 58 percent in 1996.
- 34.3 percent expect to hire more employees compared to 39 percent in 1996.

CONTINUED IMPROVEMENT—Although scaling back their growth projections a bit, small and mid-sized business owners still invest to improve their operations: 89.2 percent made significant changes in their businesses. More than 56 percent made technology enhancements. These improvements included computer system upgrades (52 percent) and changes to better utilize the Internet (19.4 percent). Other changes included:

- Improving productivity (38.5 percent)
- Developing new products and services (35.9 percent)
- Increasing employee training (24.3 percent)

ECONOMY THE KEY—To a large degree, small and mid-sized business owners believe that factors outside of their control have the greatest influence on their companies; 40.9 percent cited the economy as the biggest determinant of their success and survival.

Outside factors temper optimism about future growth in profits, sales, employee compensation, and hiring, including:

- Taxes (36.9 percent)
- State and federal regulations (33.9 percent)
- Lack of qualified workers (27.1)
- Labor costs (24.5 percent)
- Keeping up with technology (23.5 percent)

"Small business owners are a breed of their own," says Sharon Miller, NSBU chair and owner of Immediate Temporary Help in Midland, Mich. "It takes courage, determination, vision, and perseverance to succeed in this competitive market. It is not surprising that factors outside of their control are perceived as their greatest challenges."

Alternative financing

A growing number of small and mid-sized businesses use alternative financing, such as credit cards. As might be expected, use of traditional sources of capital, such as commercial bank and private loans, is declining.

TRADITIONAL FINANCING DECLINING—Reliance on commercial bank loans decreased from 49.4 percent in 1993 to 37.8 percent in 1997. Private loans dropped from 23.2 percent in 1993 to 15.8 percent in 1997.

"The significant decline in commercial loans raises concerns about how effectively companies are matching long-term financing needs with long-term financing instruments," according to Richard Robbins, partner in Arthur Andersen's Enterprise Group. "It is important for small and mid-sized business owners to build strong relationships with their bankers to establish credit history, something that can't be done with credit card companies."

ALTERNATIVE FINANCING GROWS—Credit cards are the most popular choice. Credit card financing nearly doubled during the past five years, from 17.3 percent in 1993 to 33.5 percent in 1997.

Other popular forms of financing include:

- Vendor credit (19.8 percent)
- Leasing (15.8 percent);
- Personal/home equity loans (15.5 percent)
- Selling/pledging accounts receivable (4.3 percent)
- SBA loans (4.1 percent)
- Asset-based loans, i.e. using inventory as collateral (4 percent)

"Relying on credit cards for financing creates a snowball effect of debt that has the potential of crashing down hard on your business," says Miller. "It may be easier to flash the plastic, but in the long run, working hard to find an alternative means of financing is prudent."

PROFILE OF CREDIT CARD USERS—Among owners who routinely use credit cards, 79.8 percent said they will continue to use credit cards during the next 12 months. In addition, 34.3 percent usually carry a balance on their cards.

As a group, credit card users are generally more optimistic about the future. They expect profits to increase 5.9 percent in the next 12 months, compared to an average of 4.4 percent for owners overall. They also expect sales and revenue to grow 7.1 percent in the next 12 months, compared to 5.4 percent overall. Additionally, credit card users are more likely to see the economy as the biggest threat to their success and survival: 50.5 percent compared to 40.9 percent for all owners surveyed.

"It's interesting that credit card users are more optimistic," says Robbins. "Owners who use alternative financing are betting on the future earnings of their companies to pay off high-cost debts which does not equal a sound financial plan. As their businesses grow, owners need to think strategically about financing rather than making hasty decisions that may come back to haunt them."

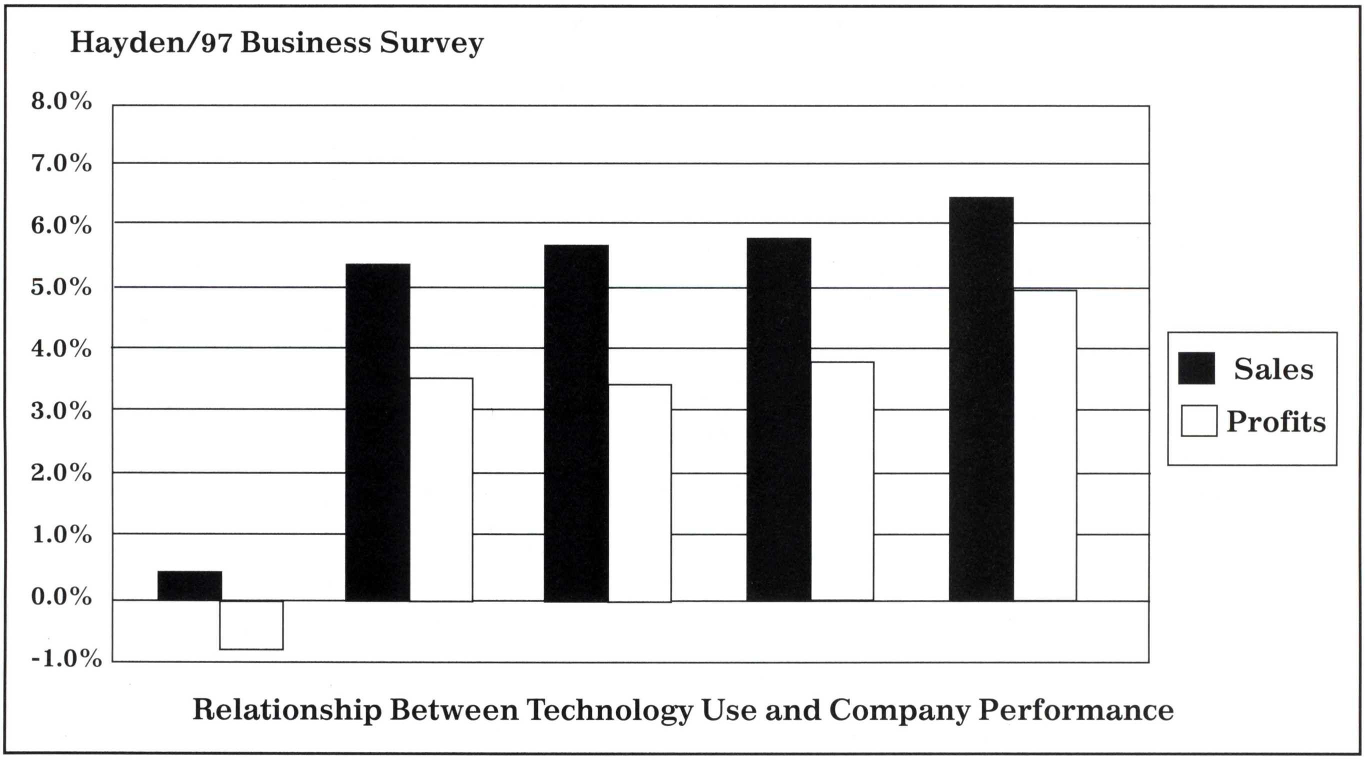
Overall, owners believe they can obtain adequate financing (76 percent).

Top concerns

Respondents have serious concerns about taxes and Social Security, with payroll taxes high on the list.

TAXES TOP GOVERNMENT ISSUE—Taxes now top government-related issues among respondents; 86.7 percent said tax-related concerns are the most important government-related issues affecting their businesses, compared to 75.3 percent in 1996.

An area that generated a great deal



Relationship Between Technology Use and Company Performance of concern in this year's survey is Social Security. In fact, 94.7 percent of the respondents said the Social Security system needs to be reformed. In addition, over 29 percent cited rising Social Security costs as the most important issue facing their businesses.

This year's survey was completed prior to passage of the 1997 tax bill. At the time of the survey, the top two cited tax-related concerns were tax simplification (41.1 percent) and payroll tax reform (34.4 percent). Neither issue was addressed in the new tax legislation. On the other hand, capital gains tax incentives, requested by 31.4 percent of owners, and estate tax reform, requested by 17.2 percent of owners, were major components of the new tax package.

While the new legislation will ease some of the tax burden on small and mid-sized businesses, taxes will likely remain a top concern. An overwhelming majority reported that they want radical changes in the tax system. Recommendations include: 1) a flat tax (43.6 percent); 2) a national sales tax (21.6 percent); and 3) a value-added tax (4.8 percent).

PAYROLL TAX #2 CONCERN—Slightly more than half of the respondents said regulatory reform is the most important issue facing their businesses, up slightly from 47.7 percent in 1996. Regulatory reform is now the number two concern among owners.

About half cited payroll tax filing and deposit requirements as the number one regulatory burden. Other concerns include:

- Wage reporting requirements (36.7 percent, up from 25.7 percent in 1996)
- Federal employee benefit regulations (18 percent, up from 10 percent in 1996)
- Minimum wage rules (14.4 percent, up from 4.3 percent in 1996)

HEALTH CARE REFORM, DEFICIT REDUCTION RECEIVE LESS ATTENTION—These two issues generated relatively less concern than in previous years. Only 29.5 percent cited health care reform as a concern, down from 38.3 percent in 1996. A similar number cited federal budget deficit reduction as a concern, down from 35.1 percent in 1996.

Will the economic engine sputter?

Small and mid-sized businesses face problems caused by a lack of qualified workers. Some companies have found solutions in better managing and motivating their current employees.

NEED FOR QUALIFIED WORKERS—More than one-quarter of small and mid-sized businesses said that a lack of qualified workers is one of the top three challenges they face. Among mid-sized companies—those with 100 to 499 employees—the need for qualified workers is even greater. Owners at 37.8 percent of these companies cite a lack of qualified workers as a top challenge for their businesses.

With unemployment at its lowest rate in a quarter of a century, the lack of qualified workers poses potential problems for small and mid-sized businesses and the economy as a whole. Many experts regard the small and mid-sized business sector as the economic engine of the country. With economic growth increasing and the labor pool decreasing, small and mid-sized business owners are concerned that their development may be hindered if they cannot find people with the qualifications they need. If the engine sputters, the entire U.S. economy may feel the effect.

EXPANSION DRIVES NEED—Some owners who expressed the need for more qualified workers are facing the pressures of expansion. Sales are increasing and so is the need for qualified workers to help business grow. Owners who said they need more qualified workers have increased sales by 5.8 percent during the last 12 months, compared to a 4 percent increase for owners who said they do not need more qualified workers.

TURNOVER AMPLIFIES LABOR SHORTAGE—The problem of finding qualified workers also is more common in companies that are experiencing high employee turnover. Owners who said they need more qualified workers have terminated or lost 2-1/2 times more employees during the past 12 months than those who said they do not need more qualified workers.

INNOVATIVE SOLUTIONS—Many companies are looking for solutions. Over 35 percent of those who said they need more qualified workers are likely to have increased spending on employee training.

Leading companies also offer employees more incentives and greater

Highlights of the 1977 Survey of Small and Mid-sized Business

1. Economy booms, yet owners' forecasts are low
2. Credit cards and other financing alternatives grow as use of traditional sources of capital decline
3. Regulatory reform, especially payroll taxes, an important issue
4. Some small and mid-sized companies develop better management and motivation techniques in response to a growing labor shortage
5. Acquiring computer technology is only the beginning
6. Successful small and mid-sized businesses ride the technology wave

flexibility. Sales leaders (companies that have increased sales at least 10 percent in the last 12 months) are twice as likely to offer profit sharing plans as non-leaders.

Additionally, the leading companies are twice as likely to allow employees to work at home. Other areas in which sales leaders surpass other companies include providing employee stock ownership plans and implementing other methods to increase motivation, such as offering rewards and recognition tied to performance.

Tools or toys—which technologies influence the bottom line?

Companies that use information technology to help their employees work more efficiently achieve higher profits and revenue growth levels.

PROGRESSIVE COMPANIES USE COMPUTERS—More than three-quarters of small and mid-sized businesses use computers. Some companies are more progressive, having networked employees at the office and equipping computers with modems that provide remote connections to the network from outside the office.

The survey identified five different levels of technology usage: no computers, computers, Internet use, Web pages, and remote modem connections to office networks. By comparing the performance levels of these companies during the last 12 months, it is clear that some technology investments correlate with better returns than others.

LINK BETWEEN TECHNOLOGY AND COMPANY PERFORMANCE— Profitability was one key area in which using different types of technology related to varying levels of performance. Computer users experienced a 3.5 percent increase in profits, while companies that use remote modem connections to their networks experienced a 5.1 percent increase. In contrast, those not using computers experienced a 0.8 percent decline in profits during the last 12 months.

The same pattern was evident when comparing revenue performance. The average company that uses computers saw a 5.6 percent increase in revenue, while companies that use remote modem connections experienced a 7.4 percent increase. In contrast, companies that do not use computers experienced only a 0.4 percent increase in revenue during the last 12 months.

TOP USES FOR TECHNOLOGY—The top areas in which owners said they have used information technology to improve their businesses are:

- Communications (42.2 percent)
- Customer service (41 percent)
- Productivity (38.5 percent)
- Competitive advantage (28.4 percent)
- Product and service quality (23.5 percent)

COMPUTER USERS CONTINUE TO INVEST IN TECHNOLOGY—About 70 percent of the owners that use computers report that they have taken steps to improve their technology during the past 12 months. The most popular improvement was computer system upgrades, cited by 65.6 percent of companies using computers.

Surf's up!

A growing number of small and mid-sized businesses use the Internet and have home pages on the World Wide Web.

EXPORTERS USE THE INTERNET—The number of small and mid-sized companies taking advantage of the Internet has grown significantly; 43.1 percent, up from 25.8 percent in 1996. Additionally, 69.8 percent of small and mid-sized exporters use the Internet, up from 41.7 percent in 1996.

GETTING CONNECTED—Internet users said that slightly more than half of their employees have access to the Web. About 20 percent of all companies surveyed said they have taken steps during the past 12 months to better utilize the Internet and the top four ways are:

- Sending and receiving business e-mail (38.3 percent)
- Research (32.1 percent)
- Sending and receiving personal e-mail (28.1 percent)
- Purchasing goods or services (11.5 percent)

WEB SITES GROW—The number of small and mid-sized businesses that have home pages on the World Wide Web has nearly doubled; 12.6 percent in 1997, up from 7.6 percent last year. Another 9.5 percent plan to have Web sites in the next 12 months. Top Web site uses include:

- Reaching new customers (86.7 percent)
- Selling goods and services (56.1 percent)
- Disseminating information more efficiently (45.2 percent)
- Supporting global expansion (30.4 percent)

The study results noted above are based on 953 surveys of owners of small and mid-sized businesses. Results were weighted using U.S. Bureau of the Census business firm data. ▲

Channing Hayden is a New Orleans businessman, writer, and management instructor at Tulane University.

National Small Business United, founded in 1937, is the nation's oldest small business advocacy organization. It represents the interests of more than 22 million small businesses through its grassroots network of more than 65,000 members. The bipartisan association is governed by a 32-member volunteer board of trustees. Contact David D'Onofrio at (202)293-8830 or (ddonofrio@nsbu.org). Web site: (http://www.nsbu.org).

Arthur Andersen's Enterprise Group specializes in helping owner-managed and mid-sized businesses to increase their competitiveness in the marketplace. It comprises a distinct group of professionals specially trained and devoted full time to provide business advisory, audit, and tax services to closely held companies and their owners. Contact Laurence K. Hayward at (312)507-1295 or (laurence.k.hayward@arthurandersen.com).

NEWS
FEATURE

MARK STRUHS

Dynamo

diversifies by creating new division with high-tech focus

In an effort to maintain and expand its position in the coin-op amusement industry, Dynamo Ltd. of Ft. Worth, Texas, has launched a new division called Dynamo Interactive which will focus on the development of high-tech products and services. They include: video gaming terminals, automated teller machines (ATMs), PC-based video game systems, and public access Internet kiosks.

Dynamo president and founder Bill Rickett announced that Mark Struhs has been named president of Dynamo Interactive. Struhs, a 17-year industry veteran, was formerly vice president of sales and marketing for Dynamo.

The gaming market

Since 1991 Dynamo has manufactured and marketed video gaming terminals with licenses in the legal gaming jurisdictions of Montana and Louisiana and gaming terminals operating in South Carolina. The company has also been awarded a gaming license in Ontario, Canada. Its multi-game touch screen system features poker, keno, slot and bingo programs, and both the hardware and software is compatible with major industry communication systems.

Dynamo further strengthened its position in video gaming last year by opening an operation located in Billings, Mt., called Summit Amusement and Distributing to handle distribution and service for all the company's products in that market.

Continuing its aggressive product development strategy, Dynamo introduced its state-of-the-art *Royal Touch* video gaming terminal at the ‘97 World Gaming Congress. The game features a PC-based hardware and software system which results in higher resolution graphics and animation capabilities through a 19-inch VGA monitor.

The unit accepts bills, coins, and is compatible with a card reader. Its software includes data capture capabilities allowing locations to collect player surveys and demographic information. As a PC-based system, it can be activated remotely including downloading new game content and monitoring play.

GreyStone and Dynamo form strategic alliance

GreyStone Technology recently entered into a strategic alliance for the manufacturing and distribution of its real-time 3D games with Dynamo Interactive. The alliance, prompted by a relationship through Intel's Open Arcade Architecture Forum, brings GreyStone's software together with an established developer of arcade platforms.

GreyStone is currently developing a real-time, interactive 3D game called XS-G which will be displayed in both seated and upright configurations from Dynamo. Beta versions were slated for demonstration at last month's IAAPA show. It is scheduled to ship in March of next year.

"This alliance accelerates our plan to generate revenues through the growing 3D digital media market as part of the mainstream," said GreyStone chairman Richard Smith. "By combining our software skills with Dynamo's manufacturing and distribution expertise, in a technical environment engendered by the OAAF, we believe that the market will be provided with cutting-edge entertainment products which appeal to a broad customer base."

"Our alliance with GreyStone will provide the location-based entertainment center and video arcade operator with a wider variety of exciting interactive 3D games on platforms that can be easily refitted with new PC-based content," said Dynamo Interactive's Mark Struhs. "Content interchangeability and platform flexibility will generate the need for more software titles."

GreyStone, a privately-held company, designs, develops, and markets real-time, interactive, and networked 3D software content, principally to the entertainment and defense markets. ▲

"The bar has been raised in many legal jurisdictions within the gaming industry," noted Struhs, "and we are now there with this revolutionary new product."

Automated teller machines

Through a strategic alliance and distribution agreement with ATM manufacturer Tidel Engineering Inc., Dynamo Interactive is deploying Tidel terminals in coin-op amusement, vending, and gaming locations nationwide.

As part of the arrangement, Dynamo Interactive will provide sales training and sales assistance to its existing national distributor network as well as offering director service to ATM owners and locations. As a certified independent sales organization, the company will also handle monthly settlements from surcharge and interchange fees directly with terminal owners.

The revenue from ATMs became a major opportunity, according to company officials, after Cirrus and Plus, the major national financial networks, began paying surcharges for cash withdrawals to ATM terminal owners in April 1996, thus providing tremendous profit incentives to terminal owners. Tidel ATMs, which Struhs described as the most reliable and cost-effective, are available for immediate shipment from Dynamo Interactive.

Video games

In a third separate venture for the company, Dynamo Interactive is currently working with PC chip maker Intel through the Open Arcade Architecture Forum to make PC hardware widely available to game developers nationwide. This objective is considered a natural fit by Dynamo, which has produced more than 200,000 video games for commercial use for such companies as Sega, Namco, Capcom, and Nintendo.

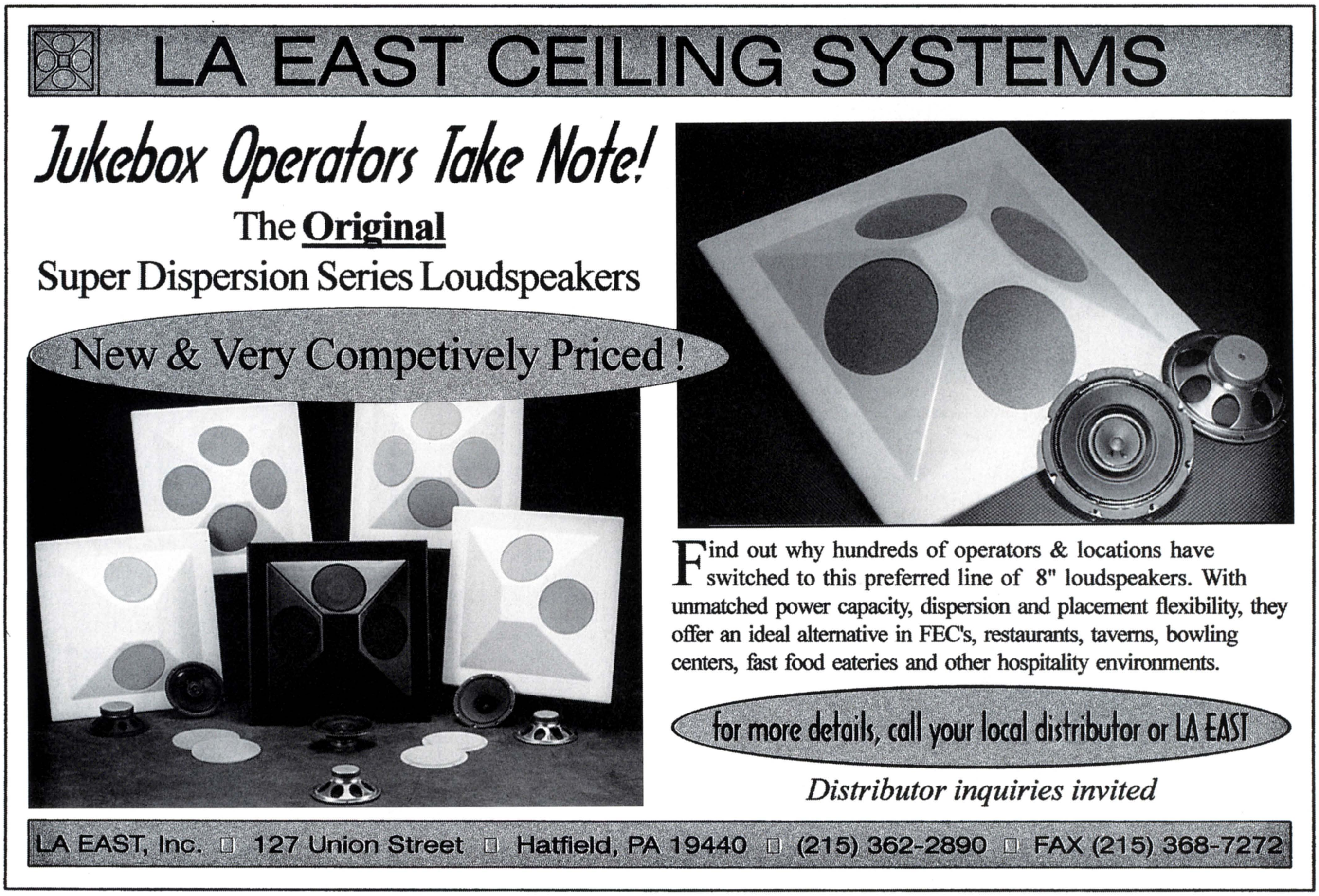
In addition to hardware solutions, Dynamo Interactive will offer video game content to the marketplace on a selected basis. (See related story.) The end result of this initiative, according to the company, will be games that include interactive capabilities allowing them to compete against other players from remote locations across the country or around the globe.

These coin- or bill-operated terminals will include multiple game and full-motion video capabilities on large-screen monitors (up to 39-inch VGA monitors) and greater flexibility for locations as a result of interchangeable content. Dynamo Interactive also believes that the potential for customized on-screen advertising will create new revenue opportunities.

"This initiative presents a huge opportunity for the industry to capitalize on extensive technological developments in the PC industry," said Struhs. "This will allow game developers to utilize present and future technology without the significant investment previously required. The end result will be millions of dollars of additional revenue poured into the global coin-op amusement industry."

Public Internet kiosks

In its push to bring Internet access



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to customers in airports, coffee shops, malls, arcades, and hundreds of other public places, Dynamo Interactive has teamed up with i-Com Network to distribute a new public Internet kiosk called NetZone. The unit is run by a powerful PC unit and equipped with an ISDN line.

Customized software applications include Microsoft Internet Explorer, Eudora, Pro eMail, America Online browser, and Cybersitter. The kiosks are activated by a bill acceptor or card reader and charge customers anywhere from 10 to 25 cents per minute.

"Major leading companies like Intel have recognized that we can be their gateway to the coin-op amusement and gaming markets," concluded Struhs. "Our longevity and reputation in the business offers a completely new opportunity for each of our strategic partners."

Struhs is credited with playing a vital role in the success and expansion of Dynamo during his years in the industry and is regarded as one of the amusement industry's top authorities on exporting, having been named Exporter of the Year by the U.S. Small Business Administration in 1996. Under his direction, the company was awarded the prestigious President's E Award for excellence in exporting in 1994.

He is currently working chair for small to medium enterprises for the Transatlantic Business Dialogue, chairman of the Lone Star Export Council, and recently attended a meeting at the White House at the invitation of President Clinton regarding fast track authority.

For information on Dynamo Interactive, contact Struhs, (817)284-0114 ext 202; e-mail (struhs@txcc.net) or visit Dynamo's Web site, (http://www.dynamo-ltd.com). Founded by Bill Rickett in 1973, Dynamo is a privately held company with annual sales in excess of $25 million and exports to 40 countries worldwide. ▲

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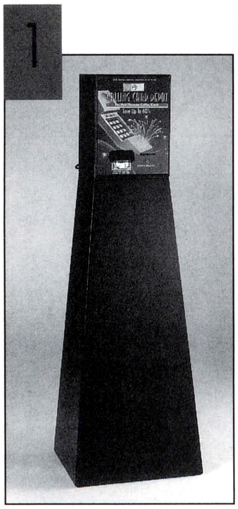

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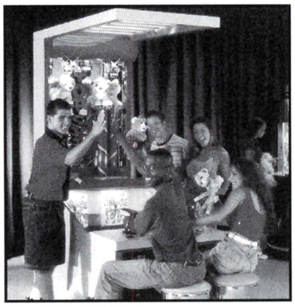

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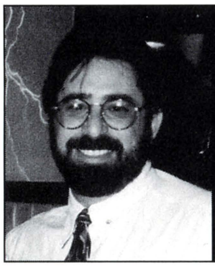
GAME ROOM

The WINNING principle



Michael Getlan is a third generation owner/operator of arcades and family entertainment centers and a member of IAAPA's Education, Technology, and Award Committees. He is director of operations for Amusement Consultants Ltd. of New Rochelle, N.Y., which operates 40 locations in 12 U.S. states and Central America, and is a frequent speaker at industry conventions.

Everyone wants to be a winner. And to be a winner in a game room it helps to know how to play the games.

Managers can help ensure their guests are winners by teaching them how to play the games in their facilities. It may seem counterproductive to teach guests how to win more tickets and take home more prizes, but that is what guests want. And guest satisfaction must be a manager's highest priority.

Surprisingly, many guests have no idea how to play redemption equipment and will try to learn how to play a new piece by trial and error. A few tips from the manager can make the learning process more fun.

If the guests are seasoned players, managers should teach them how to play a new game as it comes into the game room. This is a great way to ensure a fast track on earnings for a new piece of equipment.

Managers should be willing to teach their guests whenever they are on the floor. Because they can't always be on the floor, however, they should train the front-line staff to teach guests about the equipment, as well as other opportunities for fun that are available at the center. This is an important yet often overlooked role of the staff.

The front-line staff are the most visible members of the team and should be taught to take advantage of the opportunities that present themselves every day to enhance the value of the guest experience. Staff members should also be trained to suggestively sell games, prizes, and other activities. Suggestive selling can help a facility increase revenues.

INFORM YOUR STAFF

Before staff members can coach guests on new equipment they must know the equipment themselves. Post a notice of new games in the facility and indicate which games will fit into each game category. This way the staff can make suggestions to guests who are looking for a particular kind of game to play.

Many times guests will simply come into a game room and head right for their favorite games. As mentioned in a previous column, moving the equipment around on a regular basis will force the guests to search out their favorite games and therefore look at other equipment in the game area. It may even prompt guests to ask, "Where can I find...?" which is the perfect opening for a staff member to suggest another game while pointing out the game in question.

If staff members suggest a new game to guests they should also be able to explain how the game is played. To do so, staff members should play the new games until they become familiar with them. It's not necessary that every staff member become an expert on every piece of equipment in the game room. But a working understanding and knowledge of player rules is important.

PRIZES, PRIZES, PRIZES

Suggestive selling has long been a staple of retail operations. Think of ways that the staff can use the power of suggestion to encourage guests to "go for the big prize." For example, they can tell guests that "it's just a few more tickets" to reach the prize. This is an ethical method of increasing sales. Most guests may simply lack the courage to continue. The front-line staff members can encourage those guests who need it so they can get what they want and leave the facility satisfied.

The same approach for instructing guests in game play applies to merchandise. Inform the staff when new merchandise arrives, especially when trendy items with a limited lifetime are in the prize counter. This is important for guest satisfaction. Everyone wants the items when they are hot, and no one wants them whey they are not. The timing for merchandise is crucial; make sure the staff knows what is available.

EXTRAS

Facilities should offer guests other opportunities for food and fun. For example, game rooms can offer snacks, sodas, and additional activities. It's important that the guests know about all the other things that they can do. Let them know through the front-line staff. Not only will this increase the length of stay and the amount of sales, but the staff will also be perceived as helpful and well informed.

This is a great way to enhance the facility's image, and it is a great personnel motivator. Everyone likes to be perceived as knowledgeable, so inform the staff about these items so they have the answers to the guests' questions.

Teaching guests how to play games and informing them about other opportunities at your facility will improve guest satisfaction. Teach your staff ways to enhance the guest experience and you will be amazed at the results. ▲

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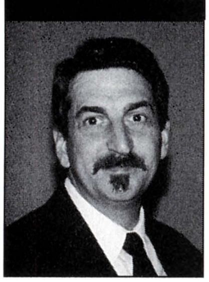

Time to open the (randyfromm.com) MAILBAG

PART 2

A Play Meter Monthly Exclusive

Randy's column last time featured two questions he received from readers of his Web site. Here are more such questions along with Randy's reply. Each question was received by Randy at (randy@randyfromm.com).

Subject: shopping machines
From: Rod Stebelton (tech@wurlitzer-ohio.com)
Organization: Stebelton Music Dist.

"We are currently in the process of restructuring our service department and wondered if you or anyone you know of has ever done a study of the average time it should take a technician to 'shop out' a machine? In particular, how long should it take the average technician to shop out a pinball machine or a video game, recover a pool table, etc.? I realize that the time will vary depending on the complexity of the machine. We have checklists we use for this purpose, but are concerned about the time it takes our employees to complete this task. Any information you have would be most helpful."

1.) That's a swell question. *IMHO*, a modern Williams pin requires six hours to shop out completely. Of course, that includes totally stripping the playfield. It also includes a full half-hour of play testing! (Tough job, huh?) Any less than that and you will miss subtle problems. In truth, I'd rather see a full hour of play testing. Think of it as $7 or $8 worth of insurance!

2.) A pool table is faster. A complete recovering takes just a couple of hours. With experience, some folks are even faster.

3.) Barring unusual problems, videos shouldn't take longer than a couple of hours, including manufacturing a new control panel. If you have to remove side decals, this can take longer. I hate side decals.

4.) The bottom line, as far as I'm concerned, is that most work seems to take LONGER than expected. Just ask my wife when she comes along on service calls! Rushing through the work causes all kinds of problems. Just getting a simple cam lock to fit properly can take a half-hour sometimes! Hasps can go on easy or they can be a pain.

I'd like to hear from our Play Meter readers on this subject. Employers . . . How long do you expect it to take to accomplish these tasks? Game techs . . . How long do you think it takes?

Subject: Failed *Asteroids*
From: Bill (billammo@openix.com)

"We have an original full-sized Atari Asteroids *game that recently failed. The symptoms are very rapid blinking of the player selection buttons (1-player, 2-player) and random flashing lines displayed on the monitor. This would seem to indicate some sort of power supply problem (but I'm far from an expert in these matters). Any help or info would be appreciated."*

Yow! That's a flashback from the Stone Age. Power supply failure is a good guess, but there are a few things that can cause this. The monitor might be bad, the computer might be freaking out or perhaps the power supply that powers the computer has failed.

The first thing you should do (after verifying that it's plugged in and turned on, of course) is to try "coining" the game. Drop a coin through the coin mech, then press the start button and listen for sounds of the game.

If you don't hear any of the sounds, you should not begin working on the monitor. If you cannot hear any of the sounds or see a picture, your problem is not in the monitor. The problem must be in the computer or the power supply. The screen is showing flashing lines because the computer system isn't sending out the signals that are required to create a display (video, sync, etc.)

Once you have narrowed the problem down to the computer or the power supply, you begin a step-by-step testing procedure that lets you pinpoint the cause of the failure. The first step is to turn the power off and check all of the fuses in the cabinet of the game. Naturally, you do not check the fuses in the monitor since you have already eliminated the monitor as a possible cause of the problem. In your case, you're not likely to find an open fuse.

If the fuses test OK, the next step is to check the power supply. Test all of the outputs of the power supply. It is best to test the supplies at the computer board, not at the power supply. This way, you are testing the

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Randy Fromm's Arcade School 1944 Falmouth Dr. El Cajon, CA 92020-2827 TEL 619.593.6131 FAX 619.593.6132 power supply, the wiring, and the connectors between the two at the same time. Test the voltages by touching the leads of your digital multimeter to the contacts on the edge of the computer board (logic board). There are also +5 volt and GND test points on the PCB. Do you have a meter? Can you test the +5 volts???? I highly suspect the large electrolytic capacitor on the power supply unit that's screwed to the bottom of the cabinet.

If all of the power supply voltages test good but the game doesn't work, the problem is probably a failure in the logic board.

Author's note: I include the following for a bit of a laugh:

Subject: Sanyo 19"
From: J. Phillips (jephillips@serv2.fwi.com)

"I have a Sanyo 19" monitor in my upright Donkey Kong *machine. Yesterday it started scrolling horizontally when I first turn it on. I turned the horizontal control on the monitor, but it doesn't seem to help. After about four or five full scrolls, it slowly stops in the correct position and stays there until I turn it off and back on the next time. Any ideas where to start?"*

Silly boy, *Donkey Kong* has a vertically mounted monitor. You simply have to adjust the vertical hold (A.K.A. vertical frequency in some monitors) control.

Gee, I wish all my technical questions were so easy to answer!!

Subject: Power Supply Repair
From: Kerry B. Smith (kerry.b.smith@sympatico.ca)

"I just purchased by first arcade game, Vigilante. *It worked for five minutes, then the power supply blew. The fuse and one power switching transistor blew. I have replaced both, but I still have no +5V or +12V. I printed off your notes on how to repair power supplies. I have a PETER CHOU original 1987 power supply. It is very good, except a schematic would be very helpful. Do you know where I can download a schematic for this? Without a schematic, I am getting very frustrated trying to isolate components for these two power outputs. I know very little about electronics, but I'm learning fast. Any help is greatly appreciated."*

You do NOT need a schematic to fix this; I never use one. Just go by the photos in the power supply article in the technical department (http://randyfromm.com/psrepair.htm). In your case, check 1.5 ohm resistor R1. It is probably open.

BTW, a copy of the schematic is contained in my Big Blue Book, which costs $49.95. Buying the book will help you a lot and will help me maintain my free troubleshooting service. See (http://randyfromm.com/bbb.htm).

"Hello again, Randy:

"After replacing the 1.5 ohm resistor as you suggested, my power supply now delivers +5 and +11 volts when bench tested. When I test the power supply connected to the game boards, I get the following:

1.) When both +5 and +12 volt leads are connected, both leads deliver only a few millivolts.

2.) When the +5 volt lead is disconnected I get my normal 11 volts.

If I disconnect the game board from the power supply (and verified the +5 and +11 volts) and connect a 1.5 ohm resistor between the +5 volt and ground, I again register only a few millivolts. I am tending to believe something is still wrong with my power supply. I suspect that as soon as a load is placed across the +5 volt lead something common to both the +5 and +12 leads shorts. Is my assumption correct, and if so what should I be testing next?"

You have made one deduction and one assumption. Your deduction is correct; your assumption is not. When you first tested the power supply, it was without a load. You got a normal output of +5 volts. When you connected the PCB, you put a load on the power supply, and the output dropped to nothing. At this point, there are two possibilities: Either the PCB is shorted, thereby putting too great a load on the power supply, tripping the over-current protection circuit in the power supply and shutting it down, or the power supply has failed in such a way that any load (even a perfectly normal load) is causing the power supply to shut down.

By loading the +5 volt output with the 1.5 ohm resistor and observing that the power supply still shuts down, you have properly deduced that the power supply is, in fact, bad. You could have accomplished the same goal (more or less) by measuring the resistance of the PCB itself. A couple of hundred ohms of DC resistance is about normal for most PCBs. A short will be obvious. It will be . . . well, er . . . shorted!!!

Your assumption was that "as soon as a load is placed across the +5 volt lead something common to both the +5 and +12 leads shorts."

This isn't likely. More likely you have a problem in the over-current protection circuit or OCP. The OCP detects a short on the +5 volt output and shuts down the 494 integrated circuit that drives the switching transistors. This kills the entire power supply, not just the +5 volt output. That's why both of the outputs you mentioned drop to zero volts.

Since the OCP seems to activate only when some type of load is placed on the +5 volt output, I do not suspect bad output diodes. When an output diode fails, it usually shuts down the power supply right away, even without an external load.

In your case, I would check the small TO92 package transistor, Q3. There are a few different versions of this power supply so there may be other transistors to test as well in this area, or the transistor may be labeled differently.

It can be very confusing when the protection circuit itself causes problems like this. You may possibly find the type 494 IC is bad but I doubt it. It has been my experience that if the primary side of the power supply is working, the IC is OK.

Subject: monitor trouble
From: Louie E Grubbs Jr.
(lgrubbs@worldnet.att.net)

"I have a Wells-Gardner (13k5831) monitor that has two dark spots on it. When I move the vertical and horizontal pots the picture moves but the spots stay in the same spot. When I say dark spot, I mean almost like a spot of black paint on the monitor, like taking an eraser and erasing a spot. The RAM test comes up OK. This is a Grayhound trivia game from 1984."

You probably have a bad capacitor. The main power supply in a monitor is around +115 to +130 volts DC (depending on the manufacturer and model). The really hip and cool technicians refer to this as the B+. The noise generated by the horizontal output transistor (and the rest of the horizontal output circuit in a monitor) takes the form of huge voltage spikes that can easily reach 160 volts or more. These voltage spikes will travel along with the B+ to the other circuits and can really mess up the monitor!

This is where the capacitor comes in. The capacitor's job is to filter out the voltage spikes to prevent them from affecting the rest of the monitor circuits. A filter capacitor does this by absorbing the spikes and shorting them to ground. A capacitor with this function is also known as a bypass capacitor. When this capacitor fails, the voltage spikes are delivered, full force, to the rest of the monitor circuits. The symptoms will vary between monitors, but there are some common things to look for. One symptom of this capacitor going bad can be black or dark areas on the screen. These generally take the form of ragged, unstable vertical bars or the dark spots you have described. They will usually appear at the left side of the screen.

This capacitor can be identified on the schematic diagram pretty easily once you know what to look for. Find the horizontal output transistor on the schematic diagram. The collector of the transistor will be connected to one end of a winding (the primary winding) on the flyback transformer in the high voltage unit. The other end of the winding (the far end, NOT the tap in the middle of the winding) is connected to the B+. Trace this B+ wire back toward the power supply. The first electrolytic capacitor connected to this wire will be the capacitor you're looking for. It is not necessary to use the exact same value as a replacement. It can be replaced with a 47uf or 100uf capacitor with a voltage rating of 160 volts or higher.

U5000 vertical sweep upgrade kit

And finally, an update from Wells-Gardner on fixing that pesky vertical deflection problem in the U5000. To fix "No Vertical Sweep" order Upgrade Kit S05F0000-000F from Annette Williams at: (773)252-8220 ext.5653. The Kit includes the following:

Part Number	Description	Board Location
038A7593-000	Terminal strip & resistor assembly	Bottom pan
(or)		
038A7592-000	Terminal strip & resistor assembly	Bottom pan
312X1205-206	Screw, #6-32 X 3/8	Terminal Strip mounting
020X1877-003	KEPS nut #6-32	Terminal Strip mounting
069X2756-100	Label	Bottom pan
086X0326-001	IC, vertical deflection TDA1771	U601
066X0083-001	Diode GI RGP10G	D302
043X0486-002	Resistor, 1.2 ohm, 5%,2W	R303
069X2759-100	Installation instructions	
066X0071-001	Diode IN4001	D603
045X0560-504	Cap ufd 35v	C613

WARNING: DISCONNECT THE AC POWER TO THE MONITOR BEFORE DOING THE FOLLOWING WORK!

Terminal strip installation

1.) Remove the bare wire jumper W108 from the main board. It is located alongside C601 (in front of U601).

2.) Insert the orange and brown leads of the terminal strip into the holes from which W108 was removed. The brown lead goes into the hole closest to the edge of the board. The orange lead goes into the hole farthest from the edge of the board. Solder these leads to the bottom of the board and cut off any excess.

Vertical deflection IC U601 replacement

3.) Unscrew the fastening screw while holding the KEPS nut on the back of the heat sink.

4.) Unsolder U601 from the bottom of the board. Remove and discard this IC.

5.) Take the replacement IC from this kit and insert its leads into the same holes in the board from which the original U601 was removed. Be sure to orient the IC such that its markings are visible. DO NOT SOLDER THE LEADS YET.

6.) Apply thermal compound on the heat sink and behind the IC (if available). Position the IC such that its mounting hole is aligned with the mounting hole of the heat sink. Insert the mounting screw through the hole while holding the KEPS nut on the back side of the heat sink. Tighten the screw. Solder the leads of U601 to the bottom of the board.

Diode D302 replacement

7.) Locate diode D302. It is behind R823, which is close to the center of the rear edge of the main board. NOTE WHICH END OF D302 HAS THE BAND (CATHODE). Replace D302 by unsoldering its leads from the board. Install the replacement diode in the same location such that the end with the cathode band is oriented the same as the original diode was (i.e. end with the cathode band closest to the rear edge of the board). Solder the leads of the replacement diode to the bottom of the board and cut off any lead excess.

Resistor R303 replacement

8.) Locate R303 behind D302. The replacement for R303 may have a different physical appearance than the original one. Unsolder the original R303, insert its replacement, and solder. Cut off any lead excess.

Diode D603 replacement

9.) Locate D603 behind IC601. Replace existing diode with IN4001 diode provided in kit.

Capacitor C613 replacement

10.) Locate C613 (electrolytic) next to D603. Replace this capacitor with a 100ufd 50v provided in the kit.

Terminal strip fastening

11.) Using the screw and KEPS nut, mount the terminal strip to the bottom pan on the side where the vertical output device U601 is located. Use the mounting hole in the side of the bottom pan, which is closest to the front of the monitor. Be sure to orient the terminal strip such that the end with the brown wire is toward the front of the monitor (CRT end) and the end with the orange and white wires is toward the rear. Also note that the mounting tab of the terminal strip should be on the inside of the bottom pan while the part with the resistor(s) is on the exterior of the bottom pan.

12.) Connect the 2-position plug (at the end of the white wire of the terminal strip) to TP205 located directly in front of U601. Connect it such that TP205 mates with the proper connector position for the respective horizontal frequency operation:

WITH.... the wire for 15 KHz operation or WITHOUT... the wire for 25KHz operation.

13.) Affix the label to the side of the bottom pan directly in front of TP205.

As usual, if you have any questions or comments, feel free to contact me. ▲

Randy Fromm, 1944 Falmouth Dr., El Cajon, CA 92020-2827; (619)593-6131; fax.(619)593-6132; Web site (http://randyfromm.com); or e-mail (randy@randyfromm.com).

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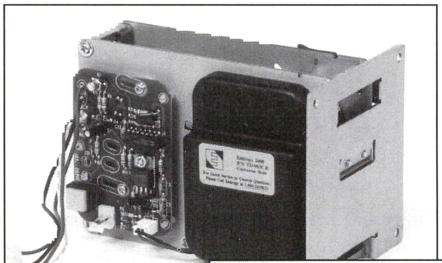

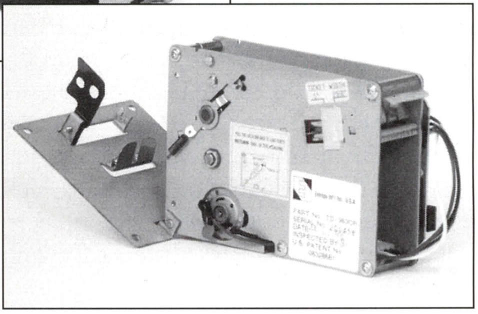

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BATTLE
TECH

Dressing for success: MERCHANDISING your games

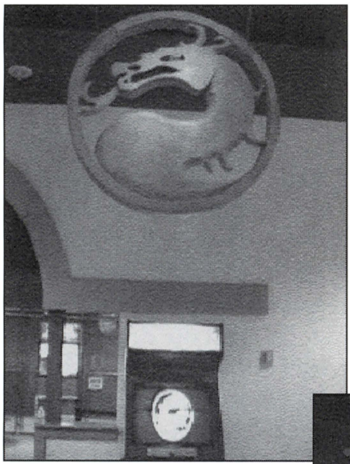
LARRY MUNDAY

They do it at trade shows. It's done at movie theaters to promote the next blockbuster. They even do it in the grocery store on the end caps. What am I talking about? Merchandising, that's what.

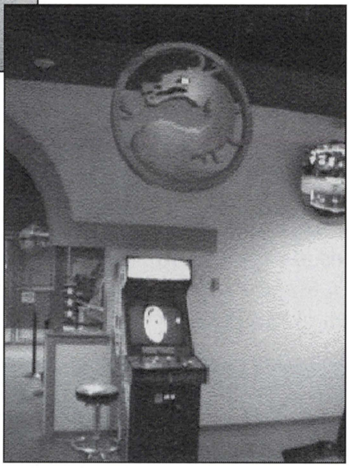
I believe that whatever can be done to make a game more money, it should be done.

There are tournaments, but customers not participating in the tournament get angry because they can't play that game so they go elsewhere. You could do a prize giveaway for finishing the game or breaking high score, but you have to shell out some hard earned coin.

But if you build a display promoting the game, you could kill two birds with one stone. The display would attract more customers to the game and also gear them up when you offer to give the display away as a prize.



I built such a display to promote the new *Mortal Kombat 4* game. Although these photos don't do it justice, I can tell you it looks quite Gothic; everyone wants it.



I started by making a photocopy of the logo. Then I divided it into 12 equal boxes—four across and four down. Each box represents one foot. Next I got a four foot by four foot piece of plywood and divided it into the same 12 boxes. After finding the center point, I hammered a temporary nail into it so that I could draw a perfect circle. I placed a loop of string around the nail and brought the string out to the edge of the wood and then attached a pencil. With the pencil attached, I pulled the string taught and began to draw. When the first circle was complete, I shortened the string a little and drew a second one. Now, going from my drawing broken up by the squares, I drew the logo onto the plywood one square at a time. That made the larger drawing of the logo in direct proportion to the one on the paper.

The next step was to cut it out with a jigsaw. The plywood logo is to make up the skeletal structure of the piece and to act as a guide when we cut the Styrofoam. Our logo was four feet by four feet. But because I couldn't locate Styrofoam that size, I took two pieces of two feet by eight feet and cut them in half to give me four pieces that were two feet by four feet.

To attach the foam to the wood, I sprayed one side of the foam and one side of the plywood with a spray adhesive made by 3M. Once it had tacked up, I placed the plywood onto the Styrofoam. I then used a drywall saw to cut out the foam, using the wood as a guide. I then sprayed glue to the other side of the wood and the other two pieces of foam. To make the piece more stable, I attached the next two foam pieces to the wood running in the other direction, as shown in the drawing.

With the piece flipped over so that the cut foam is up, I cut out the other side. Once again using the plywood as a guide. You don't have to do the next step, but I think it adds character to the piece and gives it a more sculptured look. I used the saw to round off the parts of the dragon while leaving the circle flat and straight. I also cut a jaw line into the foam.

To hold everything together, I chose to put paper mache' over the whole thing but, again, you can skip this step. You can just paint it as long as you don't use paint with acetone. If the paint contains acetone, the Styrofoam will melt. If you use polyethylene and not polystyrene, you can fiberglass it.

After some flour, water, and strips of paper for my paper mache', I am ready for paint. I wanted it to look as if it was cut from a block of granite, so I chose a product made by plasti-Kote called Fleck Stone. It feels and looks like real stone. It comes in at least a dozen different stone finishes and can be found in any hobby supply store. ▲

Estate planning, GRATs, auto and search expense deductions

Writing this column is fun. Even more fun is consulting with column readers to solve their real-life family and tax problems. When a reader consults I ask him to send some basic data including a copy of the current estate plan. Recently, I have reviewed or given a second opinion on what I call Johnny-one-note estate planning.

If your estate plan is done or is in the process of being done, the rest of this item is must reading. Estate plans that are built around one main concept or document (Johnny-one-note) do not play well in the complex world of the dozens of concepts available to eliminate the estate tax.

Of the last 31 plans I have reviewed, 26 were based on a single concept or document. The runaway winner (really a loser in tax saving effectiveness) is the creation of a revocable trust (RT). An RT is a good start to an estate plan, but its best trick is to defer the big estate tax bite until the death of the second spouse.

Two other concepts that I see regularly as a Johnny-one-note are grantor retained annuity trusts (GRATs) and family limited partnerships (FLIPs). A GRAT is often used as a concept to transfer your business to your kids (usually at a zero tax cost), yet you can keep control for as long as you live. It is rarely effective to deal with other assets.

A FLIP is usually not an effective way to deal with a business, a residence, or money in an IRA, profit-sharing plan, or similar plan. But it's a wonderful tax-saving starting point for almost every other asset you might own (stocks, bonds, real estate—you name it). Properly used, you can control the assets for life, protect them from the claims of creditors, and reduce their value for estate tax purposes immediately by 30 percent to 40 percent.

This column over the years has covered RTs, GRATs, and FLIPs in detail. One way you can tell if your estate plan is really properly done is by looking at the estate tax liability if you and your spouse get hit by that proverbial truck. Whether the IRS' share is $500,000, $5 million, or more, your estate plan needs a second opinion. Your target should always be to move all your wealth—intact—to your family.

Following is a list of the six most common concepts we use to transfer your wealth and eliminate estate taxes. In the parenthesis following each concept is the type of assets you should own to consider the concept:

1.) Grantor retained interest trust or GRIT (residence)

2.) GRAT (your family business)

3.) Subtrust, junk money, and other concepts (have more than $300,000 in an IRA, profit-sharing, or similar plan)

4.) Charitable remainder trust or CRT (appreciated assets, including a family business). Briefly, a CRT eliminates the capital gains tax and estate tax.

5.) FLIP (for all assets not dealt with above)

6.) Irrevocable life insurance trust or ILIT (insurance is estate tax-free to you and your spouse). Use other assets to pay premiums at little or no tax cost.

Be assured there are many more concepts and an endless stream of combinations of two or more concepts. But the above list of six concepts will do the job (eliminate estate taxes) in over 90 percent of the cases. Review the list with your advisor.

Like a new wonder drug, GRATs cure severe tax problems

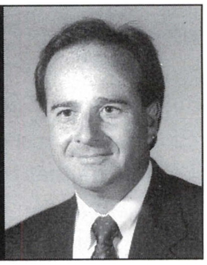
There's a delightful new tax kid on the block: grantor retained annuity trust. His friends call him GRAT for short. As you might guess, GRAT is rather complex in theory. Maybe like a car, impossible to build for almost everyone. Ah, but easy to drive and use!

A car can reduce a 50-mile, all-day walking trip to an hour or less. A GRAT, when you want to transfer your business to the kids, can reduce a $1 million gift tax problem (more or less) to $10,000 (more or less). Really! And it's legal. And the IRS can't control the amount of the taxable gift you select. You, with the help of a competent professional, are in complete control.

Maybe a real-life example is the best way to explain the dramatic tax-saving tricks GRAT can do. Here's a true life-GRAT story: Jim (age 59), a successful family business owner, came to our Chicago office from Florida for a second tax opinion. His goal was to sell his $4 million business (Success Co., a S corporation) to his three boys, who are all active in the business and who each owned 10 percent of Success Co. His plan was to sell his 70 percent of Success Co. stock to the

IRVING BLACKMAN

Irving Blackman and Brian Whitlock are CPAs with Blackman, Kallick, Bartelstein LLP in Chicago. Also lawyers, they specialize in business succession and wealth transfer. Both are sought-after speakers. Want to consult? Need a second opinion? Contact them at (312)207-1040; fax (312)207-1066. Their special reports are available at a nominal fee.



BRIAN WHITLOCK

boys for $200,000 per year for life (that is for his life and his wife's—Jan, age 57). We reviewed the tax consequences of his plan. In a word, awful! Enter GRAT.

First, we decided to recapitalize Success Co.—100 shares of voting stock (70 to Jim and 30 to the boys) and 100,000 shares of nonvoting stock (70,000 to Jim and 30,000 to the boys). Second, Jim gave half (35,000) of his non-voting shares to Jan. All of these maneuvers are tax-free. Finally, we created two GRATS using only the non-voting shares: one for Jim and the other for Jan.

A GRAT really does only one good tax trick. The trick only works for an S corporation. What's the trick? A GRAT actually divides itself into two separate parts for gift tax purposes. For example, Jim transferred 25,000 of his non-voting shares, or 25 percent of the value of Success Co. (worth $1 million) to his GRAT in exchange for a 12 percent annuity (the right to receive $120,000—12 percent times $1 million) for 14 years. Jan's GRAT is identical. This 14-year period is called the "annuity interest."

What remains after the 14 years (the GRAT terminates and the kids get the 25,000 shares of non-voting stock) is called the "remainder interest." The way the law works, the combined value of the annuity and remainder interests is always the full value (in this case $1 million) of the property put into each GRAT. Logic tells you that the greater the value of the annuity interest, the smaller the value of the remainder interest. Why is this so important? Because the remainder interest is the only part of the GRAT valued for gift tax purposes. You pick the annuity rate (12 percent here) and the length of the annuity (14 years in this case). The higher the rate (it can be eight percent, 10 percent, 15 percent, or whatever you pick) and/or the length (it can be one year or more, again, you pick it) of the annuity, the greater the value of the annuity interest. And, of course, the lower the value of the remainder interest. In this case, the value of the two remainder interests (Jim's and Jan's) according to IRS tables is $20,581.

What does this mean? Jim and Jan can pass $2 million of Success Co. stock to their kids and use up only $20,581 (of their lifetime unified credits of $600,000 each) for gift tax purposes. Fantastic! And did you notice that Jim keeps his 70 shares of voting stock, which means that he keeps control of Success Co.?

We think GRATs are so terrific that the IRS is likely to ask Congress to change the rules. My advice: Adopt GRAT before a change in the law moves him out of the tax neighborhood. And one final comment: This article does not attempt to cover all of the rules, problems, and wonderful possibilities of a GRAT. Don't play with GRAT unless you have an expert at your elbow.

Want to learn how to keep control of your business for as long as you live, yet transfer it to your kids for tax purposes? Send for Strategy #6—The Magnificent Grantor Retained Annuity Trust.

"Is there a way to assure a 100 percent deduction for all expenses incurred while looking for a new business?"

How to get more tax miles per gallon

The modern automobile is a complicated piece of equipment. But when it comes to complexity, the tax law—as applied to the automobile—is a worthy opponent. Most taxpayers are at a loss when trying to beat the current tough automobile rules.

But take heart. There is an easy way to get the job done. First, the hard and fast rule that causes the problem: Only business use of your automobile is deductible. For example, if you drive your car a total of 20,000 miles in a year and only 8,000 of them are for business, your deduction is limited to 40 percent (8,000/20,000) of your auto expenses and depreciation.

Here's a money-saving idea to help you win the auto game. What if you own two autos? Make the second car a dinky one (your non-business or personal car) that you keep at home, use on weekends, and drive to and from your office (where you house your expensive car). Sorry, but driving to and from your office is considered commuting and is clearly personal miles, not business miles. Each car is driven 10,000 miles a year. The business car is used 80 percent (80,000/10,000) for business. Under the rules, you can deduct 80 percent of the expenses and depreciation of the business car. In addition, 100 percent of business tolls and parking is deductible. The tax savings are substantial.

To nail down your larger business car deduction, you should do two things: 1) keep a log of business and total miles driven, and 2) record expenses in the log and keep receipts.

One more tax-saving hint: You can convert some of those personal miles to business miles when going to work. How? If you make a temporary business stop (to see a customer, client, or other business related person) on the way to your regular place of business (say, your office), all of the miles from home, to the business stop, and to the office are business miles. You could even repeat the business stop routine on the way home, making the entire day's driving business miles. Tell your professional to read Revenue Ruling 90-23. Remember, you must drive the right car.

Would you like to learn how to deduct every dollar of your travel and entertainment expenses allowed under the law? Send for the companion special reports: "The Complete Guide to Building Your Travel Deductions...Legally;" "Entertainment Deductions;" and "Auto Deductions."

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Randy Fromm
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Deducting the cost of an unsuccessful business search

When you start the search for a new business, you probably will investigate many opportunities. It all costs money. If your search is unsuccessful (you do not enter into the new business), can you deduct your search expenses? No.

Here are the unhappy rules: Outlays made during a general search or a preliminary investigation to find a new business are not deductible. For example, you run ads, travel around the country to look at prospective businesses, and hire auditors to evaluate several of the prospects. Finally, you decide to buy Prospect Corp. You incur expenses, including legal fees, related to this specific deal. The deal falls through. What are the tax results? This is what the IRS says in Rev. Rul. 77-254: "You get no deduction for the general expenses to find a business—the ads, travel, and auditors." However, the legal and other expenses incurred for the specific misadventure to buy Prospect Corp. are deductible.

Is there a way to assure a 100 percent deduction for all expenses incurred while looking for a new business? Yes, and it's easy. Here's the formula: Incorporate, then buy stock from your new corporation equal to the amount of the anticipated search expenses, then have the corporation (instead of you) pay the expenses of looking for the new business. This approach puts you in a no lose position: If you actually start the business, the corporation is set up and ready to go. But if you don't go into business, you at least capture a personal deduction for the expenses paid by the corporation.

Here's how you get the deduction. Liquidate the corporation or sell your stock. A little known section of the Internal Revenue Code (Section 1244) allows you an ordinary deduction on your stock loss.

Want to learn what to do and how to do it? Write for the twin special reports "A Tax Road Map for Home Business Operators" and "Starting a Business: Tax-Saving Ideas to Make Your Rich." ▲

BullShooter kicks off dart season in Tampa

Mixed Doubles Cricket and Mixed Triples winners Thom Johnson (r) and Kathy Maloney with Warren Morgan of Arachnid.

Men's Doubles winners Patrick Charniak (l) and Robert Du Mounte (r) with Mike Wiggins, editor of Games People Play Magazine.

Dart manufacturer Arachnid Inc. kicked off the new $250,000 dart season this fall in Tampa, Fla., with its first BullShooter Qualifying tournament. Florida distributor Southern Sound Music co-sponsored the $8,000 regional held at the Best Western.

Along with traditional main events, the competition featured a Top Gun Challenge Qualifier, a Draw Doubles in which the first place team wins qualifying certificates for the Top Gun Challenge Playoff at BullShooter XIII, the $100,000 season finals that will be held in May.

Other BullShooter Qualifying Regionals will take place in Iowa, West Virginia, Louisiana, Texas, New York, Ohio, Minnesota, Georgia, California, and Arizona. In addition, many international qualifying tournaments will take place throughout the season.

Operators can qualify their players through packages offered to BullShooter association members. The kits contain certificates to the finals, bright location posters, hotel information, and an informative packet of rules for setting and running successful league programs. For more information on the BullShooter, call Arachnid, (800)435-8319 or (815)654-0212.

Here's a look at the final results from Tampa:

Women's Doubles: 1st—Hope McEachern and Kathy Maloney, both of Tampa; 2nd—Sherry Absher and Marie Martin, both of Jacksonville; 3rd—Jeannette Gurka and Paula Murphy, both of Jacksonville.

Men's Doubles: 1st—Patrick Charniak and Robert Du Mounte, both of Clearwater; 2nd—Gerald Bowsher and Eugene Brooks, both of St. Petersburg; 3rd--John Holmes and Richard Van Tasel, both of Ft. Myers.

Pro Doubles: 1st—Alyn Hardin of Port Richey and Christopher Van Zant of Sparta. Mich.: 2nd—Thom Johnson of Largo and Larry Schramm of New Port Richey; 3rd—Douglas Guerette of Panama City and Donald Schueller of Ft. Myers.

Mixed Triples: 1st—Kathy Maloney of Tampa; Thom Johnson of Largo; and Larry Schramm of New Port Richey; 2nd—Janet Wright of St. Petersburg and Steven Johnson and Charles Miller, both of Riverview; 3rd—Jerry Driskill of Winter Garden; Kenneth Doyle of Altamonte, and Theresa Sullivan of Clermont.

Cricket Doubles: 1st—John Sheehan of Elleron and Dave Lick of Tampa; 2nd—Patrick Charniak and Robert Du Mounte of Clearwater; 3rd—Hank Esposito of Orlando and Neil Ramos of Altamonte Springs.

Women's Singles: 1st—Kathy Maloney of Tampa; 2nd—Paula Murphy of Jacksonville; 3rd—Kim Yarborough of Orlando.

Men's Singles: 1st—John Holmes of Ft. Myers; 2nd—Richard Setney of Temple Terrace; 3rd—Robert Du Mounte of Clearwater.

Pro Cricket: 1st—Kenneth Doyle of Altamonte Springs; 2nd—Larry Schramm of New Port Richey; 3rd—Michael Hedges of Tampa.

Pro Singles: 1st—Jimmy Sullivan of Clermont; 2nd—Larry Wolfe of Jacksonville; 3rd—Larry Schramm of New Port Richey.

Mixed Doubles Cricket: 1st—Thom Johnson of Largo and Kathy Maloney of Tampa; 2nd—Teri Taylor of Orlando and Kenny Doyle of Altamonte Springs; 3rd—Cindy Charniak and Pat Charniak, both of Clearwater. ▲

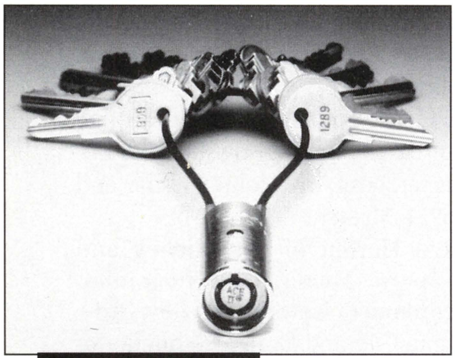
JE MAIL-CALL

JE Software presents JE Mail-Call, which provides access to e-mail messages by simply dialing a touch-tone or cellular phone and eliminates the need to travel with a computer in order to stay connected.

The JE Mail-Call card lets computer users dial into a central server, enter a personal identification number, and listen to their e-mail messages. The messages have been converted from text to voice and read by a friendly voice.

After listening to the e-mails, they can be automatically sent to any fax machine in the world. They are also left in the computer's in-box for further processing. Mail-Call subscribers can select from a variety of different voice, volume levels, and words-per-minute.

For more information, contact JE Software, 404 North Terrace Ave., Mount Vernon, NY, (800)431-1348; fax (914)699-6969; e-mail (jemailcall@jesoft.com); Web site (http://www.je-soft.com).

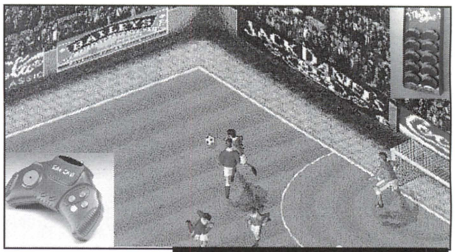


KEYLOC

Chicago Lock Company introduces a new tamper-evident key ring for the purpose of protecting important keys. Called KeyLOC, it is a unique, new security system that assures accountability for keys. KeyLOC fits a flexible vinyl-coated steel cable into a patented ACEII Cylinder, nested in a lightweight housing. It holds anywhere between 10 and 50 keys and opens only to an authorized key. The vinyl-clad steel cable is the same type used in the aircraft industry and resists cutting.

The security ring clearly warns "Do Not Duplicate" and any attempt to tamper with KeyLOC is immediately evident. Key ring loops are available in 4", 6", and 9" sizes.

For more information, contact Chicago Lock, 10100 88th Ave., P.O. Box 0069, Pleasant Prarie, WI 53158; (414)947-7177 or (800)445-3204; fax (414)947-7178.



PLAYVISION

Kai-San Ltd. offers Playvision, an interactive, high bandwidth, multiplayer game platform. Playvision is available through The Satvision Group PLC, which specializes in front/rear video projection systems, commercial satellite communications, interactive multimedia networks, and video and audio systems.

The Playvision platform enables as many as 10 players to compete in real-time, both in-house and from remote location to remote location, on many types of multiplayer team games. This will allow the creation of local, regional, and even national and international leagues and championships. All that is needed is the Playvision console, an independent unit that uses either a 34" data monitor or a 46" rear projection screen.

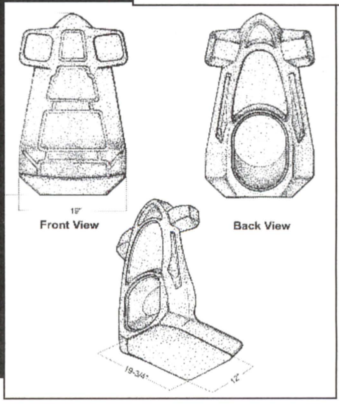
For more information, or distributor referral, contact the Satvision Group PLC, Northwest Teleport Centre, Stockport Road West, Stockport SK6 2BP, England; 44 (0)161 406 8066; fax 44 (0) 406 8073; (e-mail 100624,1600@Compuserve.com).

HUNSAKER SEATS

Hunsaker Manufacturing offers its custom designed seats for sitdown games, including its new speaker seat that has the built-in audio components located in the headrest.

Speaker seat dimensions are 33" high x 19" wide x 19-3/4" deep. Customers must provide the locations for speaker and shaker or woofer holes and wiring harness holes.

For more information, contact Hunsaker Manufacturing, 4475 Dupont Court #10, Ventura, CA 93003; (805)650-0065; fax (805)650-0059.



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Entertainment Data Solutions presents its Windows-based ticketing systems, QuickTicket and QuickTicket Lite that can easily sell tickets, products, and services. By seamlessly combining product definitions, graphical layouts, a multitude of reports, and an interactive point of sale, users are able to custom build a system perfectly suited to their facility.

Both are designed to operate within Windows 95, are networkable, offer multitasking functions, support the use of touch screens, and provide features like drag and drop icons and on-line documentation.

QuickTicket tracks every ticket that is sold by a unique number, eliminating operator error and fraud and translating to little or no lost revenue as a result. Operators can set limits on the number of tickets printed per transaction and the maximum dollar amount on any transaction. The Lite version provides 50 standard reports, custom designed tickets, a detailed ticket definition module, and powerful cash controls that make the system very secure.

For more information, contact Entertainment Data Solutions, 370 West Coyote Drive, Carson City, NV 89704; (702)849-2522 or (888)221-4431; fax (702)885-2551. ▲

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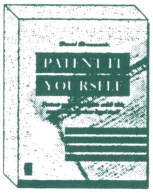

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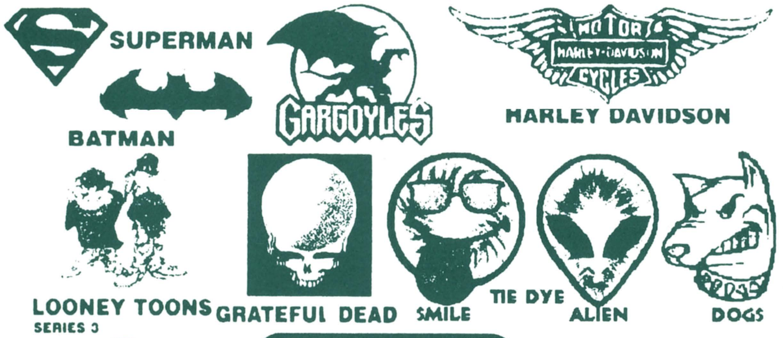

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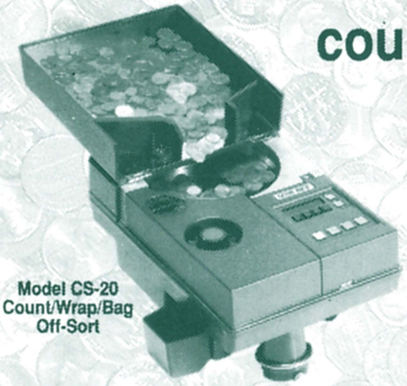

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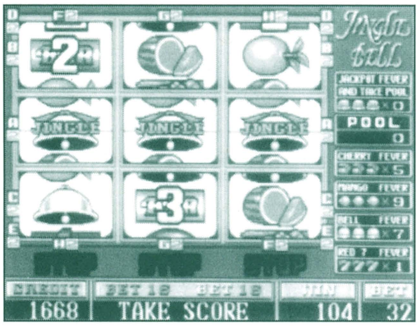
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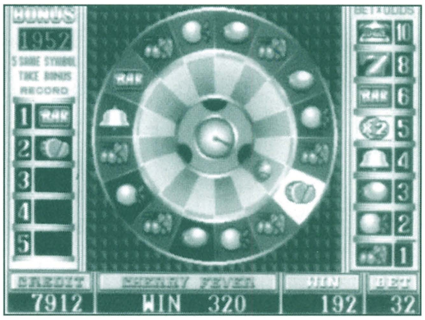
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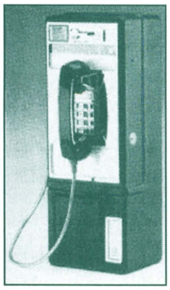

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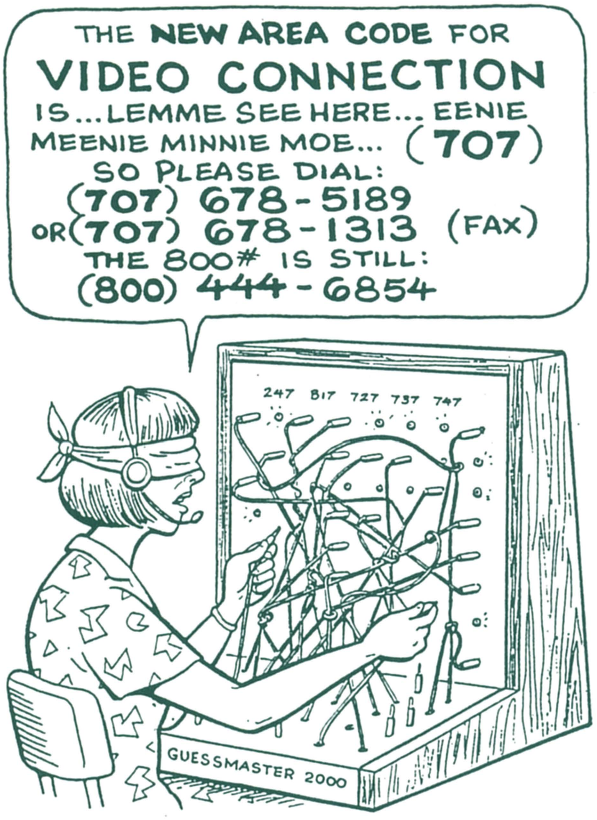
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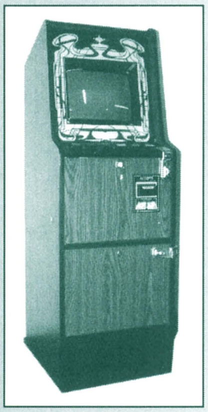

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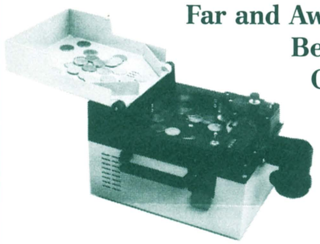

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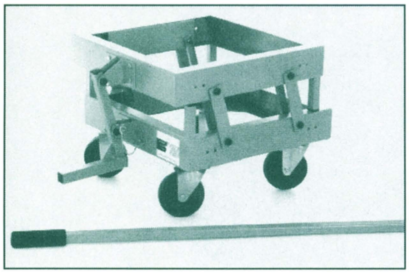

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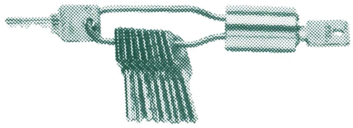

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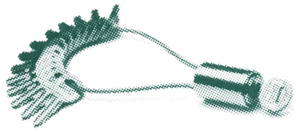

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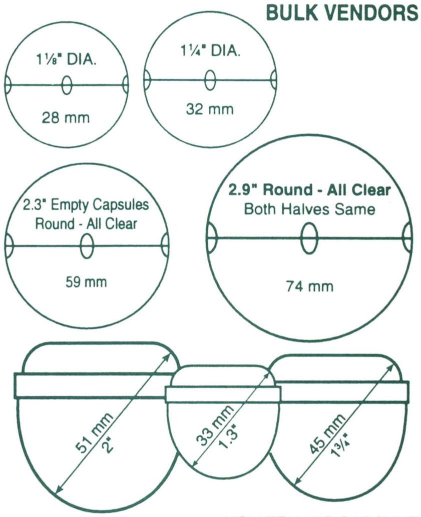
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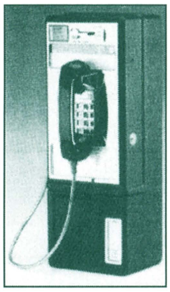

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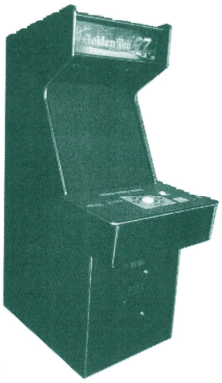

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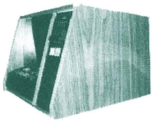

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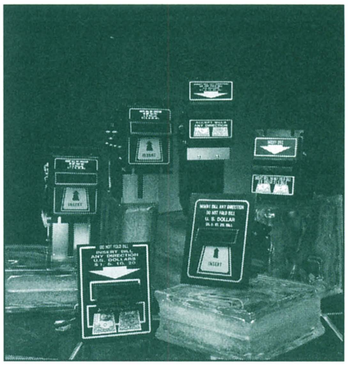

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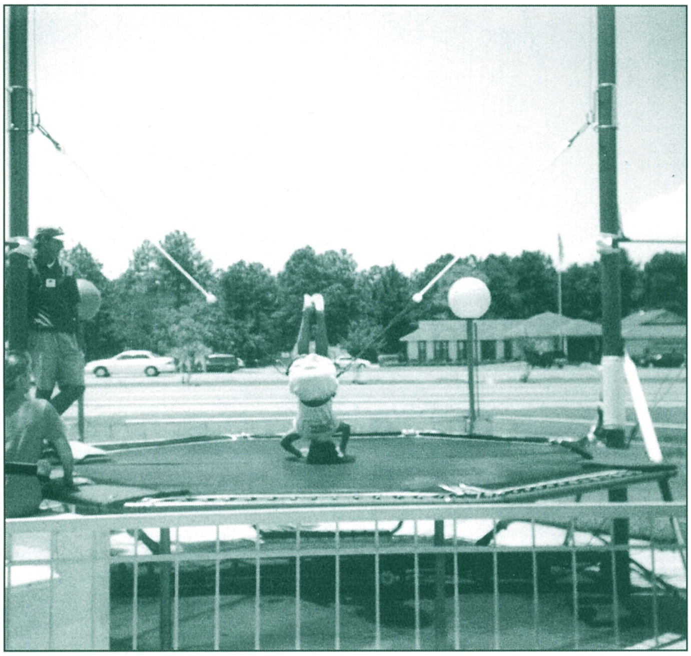

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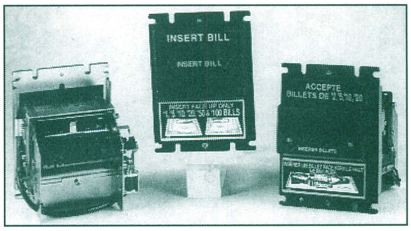

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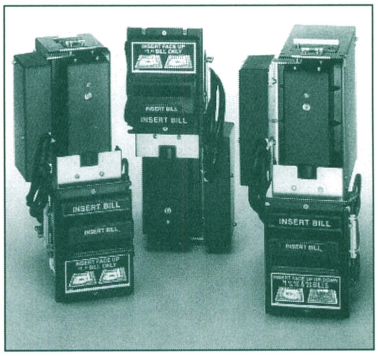

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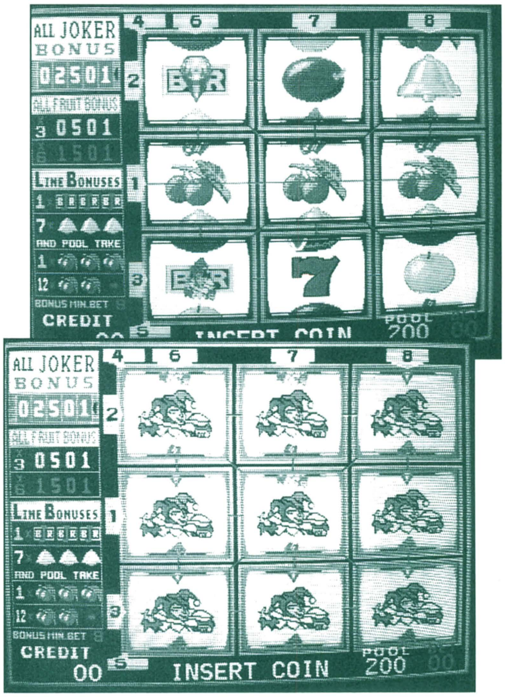

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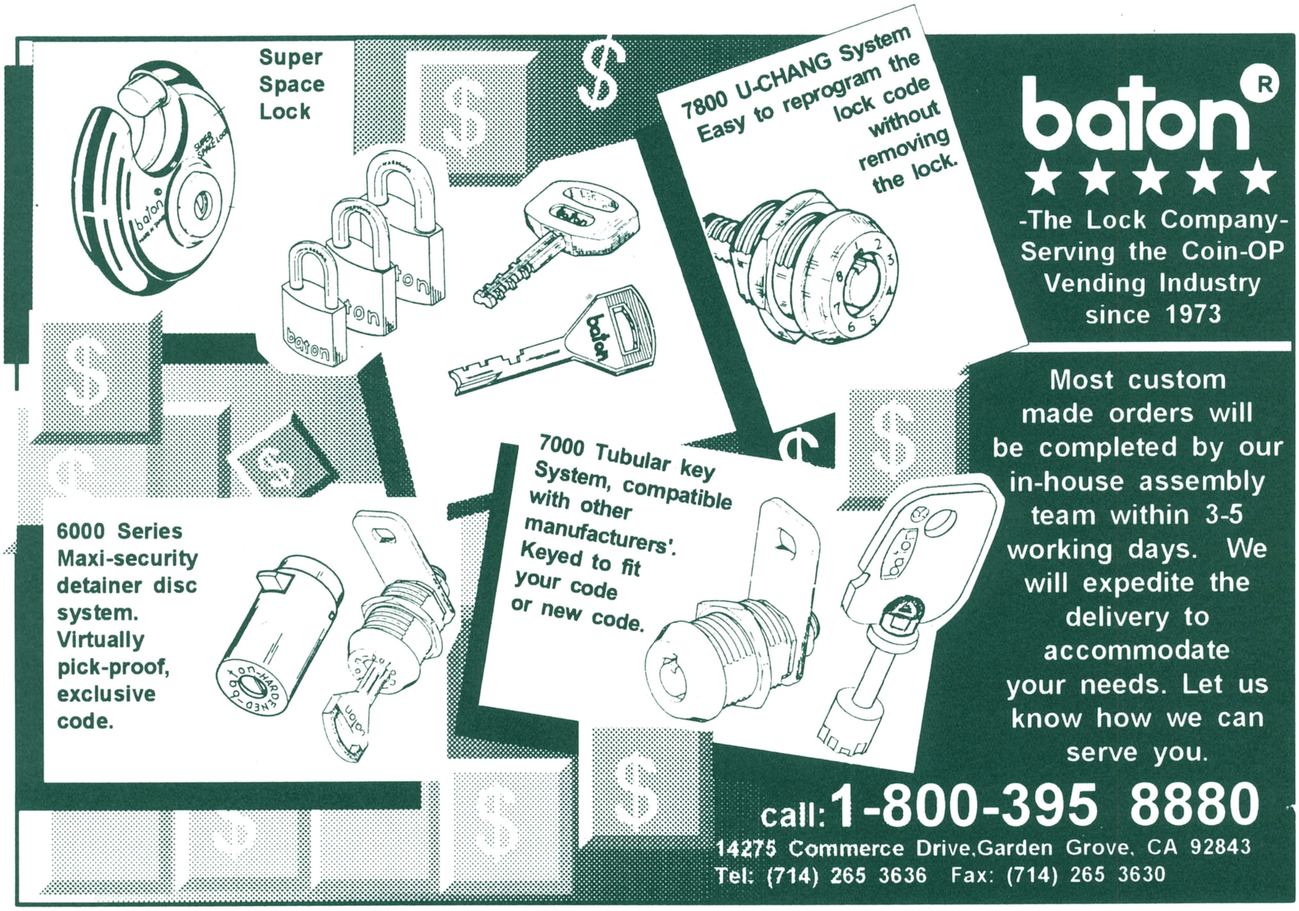

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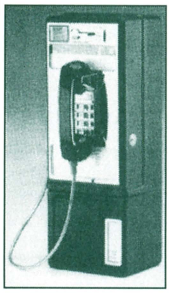

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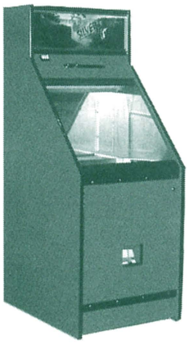

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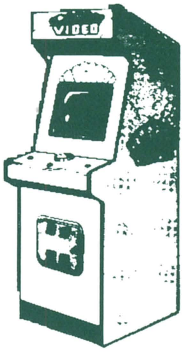

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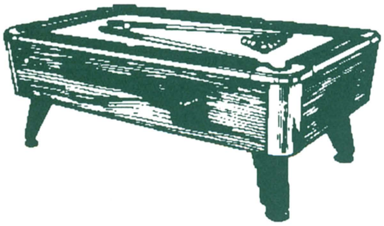

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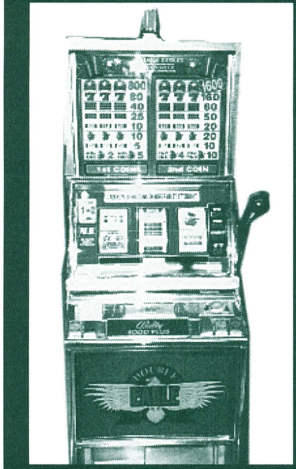

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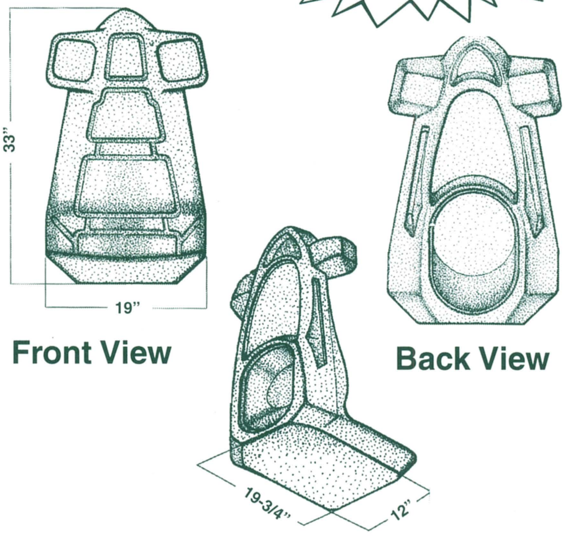

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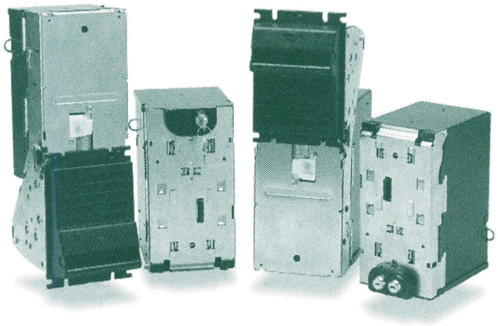

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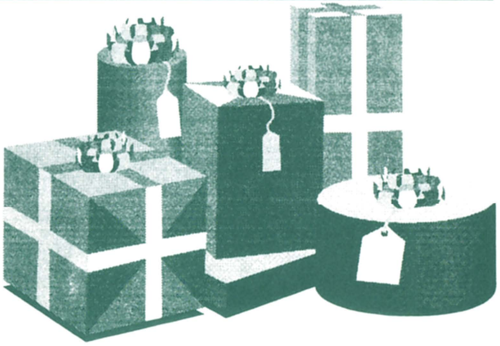

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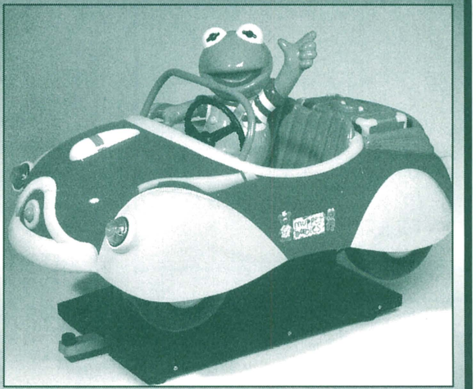

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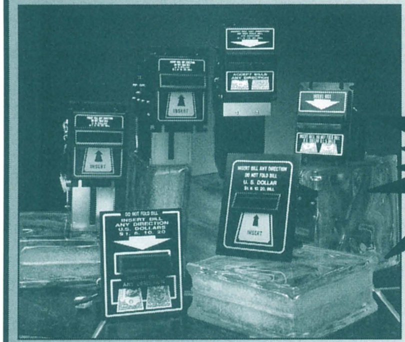

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		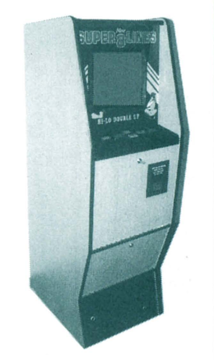
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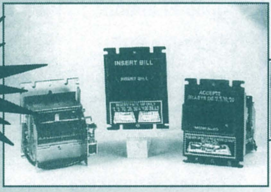

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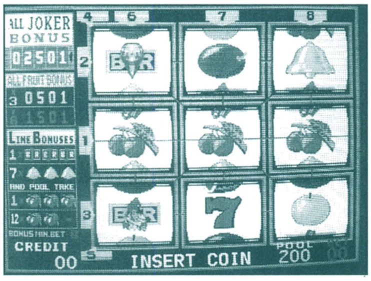
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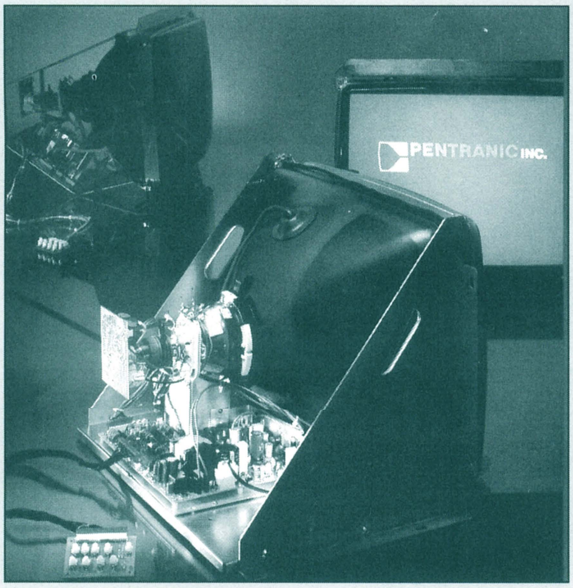

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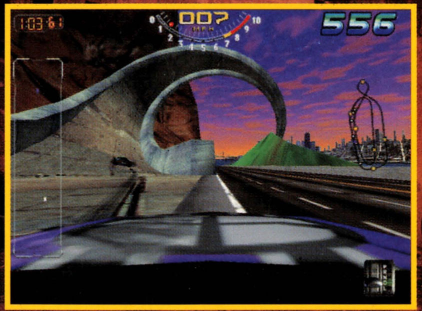

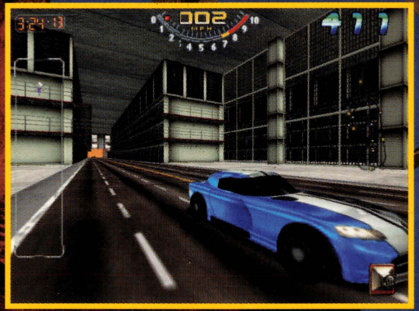

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